

Johnny Burgos Mendoza. Ph.Dc.



PhD Candidate in Business Administration - UPB.

Master's Degree in Business Administration from UPB (Cum Laude) in Cochabamba, Bolivia.

Earned a Master's Degree in Administrative Sciences with a specialization in International Activities Research from Université Jean Moulin Lyon 3 in Lyon, France.

Holds a Bachelor's Degree in Commercial Engineering from Universidad Católica de Valparaíso, Chile.

He managed the application process for UPB in the América Economía Magazine's MBA Ranking 2014, achieving the #25 position among the 40 Best Business Schools in Latin America for UPB's Full-Time MBA, where he served as National Academic Director. In 2000, he created the Commercial Engineering program at UPB and redesigned the Marketing program in 1999.

He pioneered the implementation of UPB's first virtual course in Marketing I and Service Marketing.

Publications:

- Co-author of a paper published in Cogent Education: Leveraging AI tools in finance education: exploring student perceptions, emotional reactions, and educator experiences – November 2024 - <https://doi.org/10.1080/2331186X.2024.2431885>
- Co-author of a paper published in Cogent Education: Embracing artificial intelligence in the arts classroom: understanding student perceptions and emotional reactions to AI tools – July 2024 - <https://doi.org/10.1080/2331186X.2024.2378271>
- Co-author of a paper published in Cogent Education: Assessing student-perceived impact of using artificial intelligence tools: Construction of a synthetic index of application in higher education – December 2023 - <https://doi.org/10.1080/2331186X.2023.2287917>
- Editor and author of case studies in the book "Strategic Business Management: Cases on Bolivian Companies" – UPB Ediciones 2023
- Author of a case study on quinoa in the book "21st Century Agriculture: The Quinoa Experience" – UPB Ediciones 2023
- Co-author of a chapter in the book "21st Century Agriculture: The Tomato Experience" – UPB Ediciones 2022
- Wrote a chapter in the book "Baking in the 21st Century: The Case of Bolivia" – UPB Ediciones 2022

Professional Experience:

Specialist and Consultant in Marketing at UPB's Consulting Unit. Contributed to the writing of a case study in the first Bolivian Case Study Book published by UPB. Authored a case study on the Oregano and Spices Program as part of a consulting project conducted by UPB for MAPA – USAID.

Former Board Member of ECO JET S.A., chaired the Marketing Committee (2014 - 2017).

Former Vice President of the Board (2008 - 2009): Productos Ecológicos Naturaleza S.A. (Frutté).

In 1997, he joined Universidad Privada Boliviana. Since February 2025, he has held the position of Vice Dean of Graduate Studies at OSB/FACED Cochabamba.

From August 2024 to January 2025, he served as Academic Director of Graduate Programs.

Between 2022 and 2024, he was Academic Advisor to the President.

From 2011 to 2022, he was National Academic Director of the Full-Time MBA, Academic Director of the Master's in Business Administration (MADE) at the national level, Principal Advisor for Institutional Marketing, and Academic Director of the Full-Time MBA (2009 – 2011).

Previously, he served as Head of the Commercial Engineering Program (2000 - 2009) and held positions as Head of the Business Administration Program (1999 - 2001) and Head of the Marketing Program (1997 - 1999).

Since 2018, he has also served as Academic Director of the MADE program in Cochabamba, Santa Cruz, Sucre, Oruro, Tarija, and Cobija.

Previously, he was Manager at the Cochabamba Distributor of Vascal S.A. Industries (1995 - 1996).

He also worked as Accountant and Sales Supervisor at Vascal S.A. (The Coca-Cola Company bottler in Bolivia) (1990 - 1994).

Additionally, he served as Corporate Credit Officer at Banco Popular del Perú (1989).

Academic Experience:

At the graduate level, he is a tenured professor in:

Full-Time MBA: Marketing II and Market Research

MADE Program: International Marketing, Relationship Marketing, and Market Research

Master's in Marketing: Price Strategy Analysis and Development

Master's in Finance: International Marketing

At the undergraduate level, he teaches:

Strategy and Pricing Policy, Distribution Channel Management, Sales Management, International Marketing

Awards & Distinctions:

UPB "Búho" Award for Teaching Excellence in the Full-Time MBA (2022)

UPB "Búho" Award for Graduate Teaching (2017)

UPB "Búho" Award for Graduate Teaching (2006)

UPB "Búho" Award for Undergraduate Teaching (2009)

Recognized for 10, 20, and 25 years of service at UPB

Additional Information:

He has had the opportunity to live in Chile and France.

Languages: Spanish, English, and French.