



ROSSANO Eusebio

CURRENT POSITION: Associate Professor

AFFILIATION/DEPARTMENT: Department of Business. Economy & Business faculty. Autonompus Unieivrstity of Barcelona (Spain)

ORCID RESEARCHER ID: <https://orcid.org/0000-0002-4806-9184>

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE:

EMAIL: Rossano.eusebio@uab.cat

PROFILE

Holds a PhD in Economic Sciences and Management from Universitat Autònoma de Barcelona (UAB). He received two bachelor degrees, one in Economic & Commerce from University of Turin (Italy), and the other one in Business Management from Universitat Autònoma de Barcelona (UAB). Currently, is Associate Professor of Marketing in the Business Economics Department. He was Professor in the School of Tourism and Hotel Management (EUDTH) and he was, during 20 years, Deputy Director of the Master's Program in Marketing, Commerce and Distribution (UAB). In his professional trajectory he has participated in numerous research and consulting projects for many multinational companies that offer consumer service (General Electric, etc). It is worthy to highlight some of his accomplishments such as his participation in the launching of the hotel chain "Si Dorme", his research work for the City of Barberà del Vallès, the Chamber of Commerce and the industry of Terrassa/COPCA among others. He is the author of several publications in national and international JCR reviews focused in the internationalization process of sme's.



EDUCATION

Habilitation	2006: National habilitation to Associate Professor (Aneca) 2004: National habilitation to Lecturer (Aqu Catalonia and Aneca)
Post-Doc	-
PhD (Doctorate)	2002: Doctoral Programme (PhD). Economic Sciences and Business. Autonomous University of Barcelona (Spain). Determinants of the export performance: a comparative analysis between Spanish and Italian firms
Master	-
Bachelor	1994: Bachelor Degree in Economic & Commerce. Università Degli Studi di Torino (Italy) 1997: Bachelor in Economics Sciences and Business. Autonomous University of Barcelona (Spain)

ACADEMIC MANAGEMENT

January 2000 – June 2016 - Deputy Director. Master's Program in Marketing, Commerce and Distribution. Postgraduate School. Autonomous University of Barcelona (Spain)

Main responsibilities:

- Strategy manager for students captation
- Expanding international agreements
- Coordination of the academic activities
- Administrative realations

ACADEMIC EXPERIENCE

2007 – Present – Associate Professor, Lecturer (2004 – 2006), Assistant Professor (1998 – 2004), Faculty of Economic & Business, Autonomous University of Barcelona (Spain)

Courses taught:

- Fundamentals of Marketing
- Marketing Management
- Service & Intangible Marketing
- Communication Management

1998 – 2006 – Professor, School of Tourism (EUTDH), Autonomous University of Barcelona (Spain)

Masters: main participation during my career (not exhaustive)

International Marketing and Innovation (Master in Business Administration, FABIZ – 2022–present)



Marketing Management (Master in Commerce Management – UAB – 1998–2016)
International Marketing (Master in International Business Management – UAB – 1998–2016)
International Marketing (Master in Euroasian International Business Management – UAB – 2004–2012)
Marketing management & Branding (MBA – UAB and Lima University – 2004–2011)
International Marketing (Master in Digital Marketing – University of Turin – 2017–present)

During my career I have supervised more than hundreds Master's theses

RESEARCH PROFILE

My research focus has focused on the internationalization processes of small and medium-sized enterprises in different international environments. The objective of this research was to identify the driving variables of the export process. Currently, my research focuses on consumer behavior in the video game industry.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Eusebio, R., Grau, T. and Magano, P. (2025), " Best Games to Stream on Twitch: A Case Study of Gaming Habits and Market Adaptation in Relation to Streaming Culture", Simulation & Gaming, On process
2. Llonch J. , López P. and Eusebio R. (2007), " Orientación al aprendizaje, orientación al mercado, resultados y el efecto moderador de la procedencia funcional del director general", Cuadernos de Economía y Dirección de la Empresa, Nº 33 – Pag. 63–94
3. Eusebio, R.; Llonch, J. and López P. (2006), " Measures of marketing performance: A comparative study from Spain.", International Journal of Contemporary Hospitality Management. Vol. 18, issue 2, pp. 145 –155. MCB Publications
4. Eusebio, R.; Llonch, J. and López P. (2007), " Internal key factors in export performance: A comparative analysis in the Italian and Spanish textile-clothing sector.", : Journal of Fashion Marketing and Management. Vol.11, Issue 1, pp. 9 – 23. Bradford: MCB University Press
5. Eusebio R., Llonch J. and López P. (2007), " Management Perceptions in Export Performance: A Comparative Analysis in Italian and Spanish textile-Clothing Firms", Journal of Fashion Marketing Management, Special Issue, Vol. 11, Nº 1, Pag. 24–40
6. Eusebio R. and Llonch J. (2006), " Los Determinantes del Resultado Exportador: Un Análisis Comparativo entre Empresas Españolas e Italianas del Sector textil-Confección", Cuadernos de Economía y Dirección de la Empresa, Vol. 26 (enero-marzo), pag. 95–122
7. Llonch J. , López P. and Eusebio R. (2006), " Tiene Influencia del Product Manager en la Empresa", Revista Española de Investigación de Marketing; Vol. 9, Nº 2. Pag. 7–34
8. Llonch J. , López P. and Eusebio R. (2005), "La Influencia del Key Account Manager en la Empresa", Revista Europea de Dirección y Economía de la Empresa; Vol XIV, Nº. 2; Pag. 211–226



9. Eusebio R and Llonch J. (2005), "Technological Innovation and Export Performance: An Empirical Analysis of the Italian Textile-Clothing Firms", *Finanza, Marketing & Produzione*; Vol. XXIII-2; Pag. 57-72
10. Eusebio R., Llonch J. and Rialp A. (2004), "Innovación Tecnológica y Resultado Exportador: Un análisis empírico aplicado al sector textil-confección español", *Revista Europea de Dirección y Economía de la Empresa* Vol XIII, Nº. 2; Pag. 73-88
11. Rialp A., Rialp J. and Eusebio R. (2003), "Conceptual Frameworks on Foreign Entry Modes: A review and Comparison of the Contemporary Literature", *Developments in Marketing Science*; Vol. XXVI, Nº 3, Pag. 270-277
12. Llonch J. , Eusebio R. and Gallo R. (2002), "La medición de los resultados de las actividades de marketing: un análisis empírico en la empresa española", *Revista Española de Investigación de Marketing*; Vol. 6, Nº 2, pág. 59-86
13. Llonch J. , Eusebio R. and Ambler T. (2002), "Marketing Performance Assessment: An Empirical Analysis in Spain and United Kingdom", *European Management Journal*; Vol. 20, Nº 4, Pàg. 414-422
14. Llonch J. , Eusebio R. and Lopez P. (2002), "Un análisis empírico del marketing como cultura organizativa en la función de marketing de la empresa", *Revista Europea de Dirección y Economía de la Empresa*; Vol. 11, Nº 2, Pàg. 7-22

List of papers published in conference proceedings:

1. Llonch J. , López P. and Eusebio R. (2006), " The consequences of customer orientation on employee job satisfaction, organizational commitment, and service quality: an integral model", *Sustainable Marketing Leadership (Proceeding of 35nd European Marketing Academy Conference)* Pag 143-159
2. Llonch J. , López P. and Eusebio R. (2005), " La relación entre la orientación al aprendizaje y la orientación al mercado", *Competir en mercados globalizados. La empresa sin fronteras (Proceeding XV congresss ACEDE)* Pag. 107-137
3. Eusebio R., Llonch J. and López P. (2005) " Export Performance of the Italian and Spanish Textile Companies", *Rejuvenating Marketing (Proceeding of the 34nd European Marketing Academy Conference)*
4. Eusebio R., Llonch J. and López P. (2005) " Internal Factor of the Export Propensity: A Comparative Analysis of Spanish and Italian Companies", *International Marketing Challenges in the 21th Century (Proceeding of the CIMaR 2005 Meeting)*
5. Llonch J. , López P. and Eusebio R. (2005), " El efecto moderador de la estrategia genérica en la relación orientación al mercado y resultados. Nuevas evidencias entre empresas del sector químico", *Proceeding XV JORNADAS HISPANO-LUSAS DE GESTION CIENTIFICA*; Vol. 8; Pag. 339-353
6. Eusebio R., Llonch J. and López P. (2004) " Los determinantes internos de la propensión exportadora: un análisis comparativo entre empresas españolas e italianas", *Proceeding XVI ENCUNTROS PROFESORES UNIVERSITARIOS DE MARKETING*; Vol. 1; Pag. 323-339
7. Llonch J. , López P. and Eusebio R. (2004), " La influencia del key account manager en la empresa", *Best Papers Proceeding 2000 XVIII Congresso Nacional y XIV Congresso Hispano-Francés de la*



- Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 175-186
8. Llonch J. , Eusebio R. and López P. (2004), " Learning Orientation and Market Orientation: Moderating Effects and Consequences", Proceeding of the 33rd European Marketing Academy Conference; Pag. 161-163
 9. Llonch J. , Eusebio R. and López P. (2003), " The Product Manager's Influence within the Firm", Proceeding of the 32nd European Marketing Academy Conference; Pag. 156-158
 10. Llonch J. , Eusebio R. and Ambler T. (2002), " Marketing Performance Assessment: An Empirical Analysis in Spain and United Kingdom", Proceeding of the multicultural marketing conference of the academy marketing science (Vol. IV-pag. 55)
 11. Llonch J. and Eusebio R. (2002), " La medición de los resultados de las actividades de marketing: una comparación entre empresas turísticas y empresas industriales", Best Papers Proceeding 2000 XVI Congreso Nacional y XII Congreso Hispano-Francés de la Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 145-154
 12. Llonch J. and Eusebio R. (2001), "Los factores de competitividad internacional de las empresas del sector textil-confección de Lombardía (Italia): una investigación empírica", Best Papers Proceeding 2001 X International Conference de la Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 303-313
 13. Llonch J. , Eusebio R. and López P. (2001), "Efectos de la orientación al mercado en la organización y el funcionamiento del área de marketing de la empresa", Best Papers Proceeding 2001 X International Conference de la Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 557-566
 14. Llacuna J, Llonch J. and Eusebio R. (2001), "Causas de la estructura y funcionamiento de la distribución explicadas por las teorías económicas", Best Papers Proceeding 2000 XV Congreso Nacional y XI Congreso Hispano-Francés de la Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 196-211
 15. Eusebio R. , Llacuna J. and Llonch J. (2001), " Los factores de competitividad internacional de las empresas catalanas del sector textil-confección: una investigación empírica", Proceeding XI Jornadas Hispano-Lusas de Gestión Científica - Volumen I / Pag. 131-141
 16. Llonch J. and Eusebio R. (2000), " Tipologías Estratégicas de Miles & Snow, Organización y Eficacia del Marketing de la empresa", Best Papers Proceeding 2000 IX International Conference de la Asociación Europea de Dirección y Economía de la Empresa (AEDEM) / Pag. 299-308

List of books & book chapters:

1. Jovell L, Eusebio R. (2011), " Internal key factor in the export performance of Spanish SME's" in Social Development and High Technology Industries: Strategies and Applications, Pag: 189-199, IGI-Global Pub. ISBN: 9781613501924
2. Eusebio R. (2007), " Marketing Turístico y Diversificación del Producto" in Estrategia y Gestión del Turismo en el Municipio, Pag.: 189-199, Servei de Publicacions (Universitat Autònoma de Barcelona)



ISBN: 978-84-611-7774-5

Case Studies:

1. Ilonch J. and Eusebio R. (2006), "Estrategia de Solbank en el Grupo Banco de Sabadell" in Estrategias de marketing: De la teoría a la práctica. Pag.: 29 - 45. ESIC Publishing. ISBN: 84-7356-459-6

SCIENTIFIC COMMITTEES OF ACADEMIC JOURNALS / CONFERENCES, REVIEW

Reviewer for international journals:

- British Food Journal (<https://www.emeraldgrouppublishing.com/journal/bfj>)

PROJECTS

October 2022 - September 2025 - The Japanese and South Korea Cultural Boom in Spain: Cultural, Political and Socioeconomics Aspects" - MINISTRY OF SCIENCE AND TECHNOLOGY

October 2007 - September 2010 - "Evaluation of organizations: Indicators and Efficiency" - MINISTRY OF SCIENCE AND TECHNOLOGY

January 2004- December 2006 - " Total Factor Productivity and Financial Restrictions" - MINISTRY OF SCIENCE AND TECHNOLOGY

March 2002 - March 2003 - " Research Report of Catalonia" - Institute of Catalan Studies

May 2003 - October 2004 - " Profile of the exporting company in the province of Terrassa"- Chamber of Commerce of Terrassa

February 2004 - October 2004 - " Launch of the Hotel Chain "SIDORME"- Hotel 2BISNET S.I. - Project Director

July 2005 - June 2006 - " Customer Satisfaction on the Retailing offer in Barbera del Valles (Spain)" - City of Barbera del Valles - Project Director

OTHER RELEVANT PROFESSIONAL EXPERIENCE

Long-term structured training for companies (non-exhaustive list)

2006 - 2009 - Trainer and Professor, Executive Education in Sales Management- Bocconi University (Italy) to General Electrics Healthcare Division

2004-2007 - Trainer and Professor, Executive Education in Banking Marketing- Autonomous University of Barcelona (Spain) to Caixa Girona

2007-2009 - Trainer and Professor, Executive Education in Banking Marketing- Autonomous University of Barcelona (Spain) to Catalunya Caixa

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

Former member of the Academy of Marketing Science



Former member of AEDEM

Former member of EMAC

GRANTS AND HONORS

"SANCHIS DE ALCOVER" award obtained at XV Annual Congress ACEDE, La Laguna (Spain), September 2005 with the study "La Relación entre la Orientación al Aprendizaje y la Orientación al Mercado",

MEDIA PRESENCE

Throughout my career I have made numerous appearances on television and radio programs related to marketing and consumer behavior.

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2024 – Università Degli Studi di Torino (Italy) – 1 week

2023 – Vilnius University – 1 week

2023 – Mediterranean University of Albania – 2 weeks

2019 – University of National and World Economics (Bulgaria) – 1 week

2018 – SGH Warsaw School of Economics (Poland) – 2 weeks

2016 – Dublin City University (Ireland) – 1 week

2014-2015 – Università degli Studi di Torino (Italy) – 3 weeks

2011-2012-2013 – Università "Commerciale Luigi Bocconi" (Italy) – 5 weeks

2005 – Università "Commerciale Luigi Bocconi" (Italy) – 6 months

2002 – Università "Degli Studi" de Pisa (Italy) – 3 months

1996-1997-1998 – Politecnico di Milano (Italy) – 3 months every year

LANGUAGES

Italian – Mother tongue

Spanish – Mother tongue

Catalan – Mother tongue

Portuguese – Advanced

English – Advanced

French – Intermediate

SKILLS

Analysing: Understanding complex information; making connections; drawing conclusions

Creating: Coming up with new ideas, approaches or solutions

Planning: Scheduling activities and resources in order to achieve an objective

Mentoring: assist students and professionals in final decision-making for strategic planning processes



Verbal communication: Understanding others and being understood in verbal communication

Leading: Exerting influence and control

Monitoring: Verifying whether one's own or someone else's actions or products are satisfactory