

SILVANA DAKDUK

Associate Professor | Marketing Area

Joined the School in 2017

ACADEMIC BACKGROUND

2011	Ph.D. in Psychology. Universidad Católica Andrés Bello, Caracas, Venezuela.
2004	MSc.in Social Psychologist. Universidad Central de Venezuela, Caracas, Venezuela.
1999	Psychologist. Universidad Católica Andrés Bello, Caracas, Venezuela.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Principles of Marketing
- Marketing Strategy
- Consumer Behavior
- Marketing Management
- Branding
- Quantitative Methods in Marketing
- Direct Marketing
- Netnography
- Marketing Research

ACADEMIC ACTIVITIES

2021 - to date	Master in Finance and Master in Marketing program Director. UASM. Bogotá, Colombia.
2017 - to date	Teaching Faculty. UASM. Bogotá, Colombia.
2017- to date	UEES Business School, Guayaquil. International Invited Professor.
2018 – 2021	Director of Participant Centered Learning. UASM. Bogotá, Colombia.
2016 - 2017	Marketing Department Head, Universidad de la Sabana. Bogotá, Colombia. December – August.
2015 - 2016	Marketing Research Coordinator. Colegio de Estudios Superiores de Administración. June – December.
2014	March 2014: Instituto de Estudios Superiores de Administración Dominican Republic. Marketing Management in the In-Company Program Bancamerica.
2014	July 2014: Instituto de Estudios Superiores de Administración Panama. Program of Tourism Business Marketing.

2014	September 2014: Instituto de Estudios Superiores de Administración Panama. Management Simulation in the In-Company Program - Banco General de Panamá.
2014	September 2014: Centrum Business School. Invited Professor for the International Week. Marketing Strategies for Bottom of Pyramid.
2011	July 2011: Instituto de Estudios Superiores de Administración Dominican Republic. Consumer Behavior Program.
2007 - 2014	Associate Professor. Marketing Department. Instituto de Estudios Superiores de Administración (IESA). Caracas, Venezuela.
2004 - 2014	Associate Professor. Psychology Program. Universidad Católica Andrés Bello. Caracas, Venezuela.

OTHER PROFESSIONAL ACTIVITIES

2002 - 2004	Datos Information Resources – Executive Account.
1999 - 2002	Organizational Psychologist. Venezuelan Army.

Consultancies

2019	Essentia. Design and articulation of the marketing area of the company.
2019	Fedearroz. Advice on brand restructuring and expansion.
2018	Mesofood. Strategic Planning of OMA and Presto brands.
2017 – 2019	Banco de Bogotá (2017 – 2019). Diseño Malla Curricular universidad Corporativa.
2004 - 2015	General Manager. Dakduk Consultores.

PUBLICATIONS

Articles in Academic Journals

In press	Innovación tecnológica: Escala de medida para agronegocios. Revista Venezolana de Gerencia (ISSN 1315-9984) 28 (0), pp. 1 -17.
2022	Low-income consumers' disposition to use automated banking services. Cogent Business & Management (ISSN 2331-1975) 9 (1), pp. 1-20.
2021	What makes a tweet be retweeted? A Bayesian trigram analysis of tweet propagation during the 2015 Colombian political campaign. Journal of Information Science, 47(3), 297–305. https://doi.org/10.1177/0165551519886056
2020	Acceptance of mobile commerce in low-income consumers: evidence from an emerging economy. Heliyon (ISSN 2405-8440) 6 (-), pp. 1-15.
2019	Reinoso-Carvalho, F., Dakduk, S., Wagemans, J., & Spence, C. (2019). Not Just Another Pint! The Role of Emotion Induced by Music on the Consumer's Tasting Experience. Multisensory research, 32(4-5), 367-400. Not just another pint! The role of emotion induced by music on the consumer's tasting experience, Journal Multisensory Research, Reinoso F., Dakduk S., Wagemans J., Spence C. 2019.

- 2019 Reinoso-Carvalho, F., Dakduk, S., Wagemans, J., & Spence, C. (2019). Dark vs. light drinks: The influence of visual appearance on the consumer's experience of beer. *Food quality and preference*, 74, 21-29. Dark vs. light drinks: The influence of visual appearance on the consumer's experience of beer, *Food Quality and Preference*, Reinoso F., Dakduk S., Wagemans J., Spence C., Vol 74, pp 21-29, 2019. doi.org/10.1016/j.foodqual.2019.01.001
- 2018 Acceptance of Blended Learning in Executive Education. *SAGE Open* (ISSN 2158-2440) pp. 1-16.
- 2017 Dakduk, S., Santalla-Banderali, Z., & van der Woude, D. (2018). Acceptance of blended learning in executive education. *SAGE Open*, 8(3), 2158244018800647.2017Dakduk, S., Ter Horst, E., Santalla, Z., Malave, J., & Molina, G (2017). Customer Behavior in Electronic Commerce: A Bayesian Approach. *Journal of Theoretical and Applied Electronic Commerce Research*, 12 (2). 1 - 20.
- 2016 Dakduk, S., Malavé, J., Torres, C. C., Montesinos, H., & Michelena, L. (2016). Admission Criteria for MBA Programs: A Review. *SAGE Open*, 6(4).
- 2015 Dakduk, S., & Malavé, J. (2015). Low-Income Consumers: Training, Attributions, and Expectations of the Manager. *Revista Venezolana de Gerencia*, 19(68).
- 2012 Dakduk, S., González, M., & Malavé, J. (2012). Development of an attribution scale on low-income consumers. *Latin-American Journal of Psychology*, 44(3), 149 - 161.
- 2010 Dakduk, S., González, M., & Malavé, J. (2010). Perceptions of the poor and the poverty: A review. *Latin-American Journal of Psychology*, 42(3), 413 - 425.
- 2010 Dakduk, S. (2010). Envejecer en casa: el rol de la mujer como cuidadora de familiares mayores dependientes. *Revista venezolana de estudios de la mujer*, 15(35), 73 - 90.
- 2008 Dakduk, S., González, A., & Montilla, V. (2008). The relations between socio-demographics and psychological variables, work conditions and the meaning of working. *Interamerican Journal of Psychology*, 42(2), 390 - 401.
- 2008 Angelucci, L., Juárez, J., Dakduk, S., Lezama, J., Moreno, A., & Serrano, A. (2008). Value hierarchy in university students. *Argos*, 25(48), 6 - 20.

Articles in Professional / Trade Journals

- 2013 Dakduk, S., & Torres, C. C. (2013). Los nuevos significados del Trabajo. *Debates IESA*, 18(2), 21 - 25.
- 2013 Auletta, N. and Dakduk, S. (2013). Bienestar del Consumidor: Un recorrido por la salud, el hedonismo, la espiritualidad y las relaciones. *Debates IESA*, 18(2), 10 - 14.
- 2011 Puente, R & Dakduk, S. (2011). Las mujeres en el mercado de las mayorías. *Debates IESA*, 16(1), 3 - 7.
- 2010 Angelucci, L., Dakduk, S., Juárez, J. F., Lezama, J., Moreno, A., & Serrano, A. (2010). Comparison between the desired values and present values in the students of the Andres Bello Catholic University. *Educab*, (2), 13 - 32.

- 2009 Dakduk, S., Jiménez, V., & Ramos, E. (2009). The relations between socio-demographics and psychological variables and the meaning of work. *Multidisciplinary Business Review*, 2(1), 5 - 18.
- 2008 Dakduk, S. (2008). Vivir del rebusque o vivir para rebuscarse. *Debates IESA*, 13(4), 70 - 74.
- 2008 Dakduk, S., Angelucci, L., & Serrano, A. (2008). Los valores de consumo de los jóvenes universitarios. *Debates IESA*, 13(2), 20 - 25.

Cases

- 2021 Dakduk S. (2021) Masglo: un escándalo en los medios. Cladea Balas Case Consortium.
- 2019 Dakduk S. (2019) Loff Beachwear: Riding the wave competition.
- 2019 Dakduk, S., & González, A. (2019). Analyzing focus groups data: The consumption of media in the digital era. London, United Kingdom: SAGE PUBLICATIONS, Ltd. doi: 10.4135/9781526494726
- 2019 Dakduk, S., González, &, & Portalanza, A. (2019). Learn about structural equation modeling in smartPLS with data from the customer behavior in electronic commerce study in Ecuador (2017). London, United Kingdom: SAGE PUBLICATIONS, Ltd. doi: 10.4135/9781526498205
- 2018 Dakduk, S., & González, &. (2018). Analyzing academic performance using systematic literature review. *SAGE Research Methods Cases*. doi:10.4135/9781526447340

Conference Presentations

- 2020 Dakduk S.(2020). Influences of Peer To Peer Interaction And Peace of Mind on Customer Experience: The Moderating Effect of Type of Service.
- 2018 Dakduk S. & Barrios, A. Foreign Exchange Control in Venezuela: Antecedents, evolution and impact on the market. *Macromarketing Conference 2018: Change between complexity and simplicity*.
- 2017 Dakduk S. & Gonzalez, A. Adoption of Mobile Shopping in Emerging Markets: A Case Study in Colombia. *Society for Marketing Advances Annual Conference 2017: Ethical Decisions in Lifestyle Choices*.
- 2017 Dakduk, S & Rojas, D. "Influence of trust and security in the intention to shop online". *Association for Consumer Research (ACR) Latin America Conference 2017*. Cali, Colombia.
- 2017 Rojas, D., Kshertri, N. & Dakduk, S. (2017). "Overcoming the barriers to cloud computing and big data adoption: A multiple case study of e-commerce firms from developing countries". *CPRLATAM Conference Management System*. Cartagena, Colombia.
- 2016 Dakduk, S. (2016). "Factores que determinan la compra en línea en Colombia". *Digital Day – Colegio de Estudios Superiores de Administración (CESA)*, Bogotá. Colombia.

- 2015 Dakduk, S. (2015). "El Consumo en la Base de la Pirámide: Retos y Desafíos". Asociación Colombiana de Empresas de Investigación de Mercado – ACEI. Bogotá, Colombia.
- 2014 Dakduk, S (2014). "El consumidor venezolano en tiempos de incertidumbre y escasez". Consuvenezuela, Caracas. Venezuela.
- 2014 Dakduk, S (2014). "Desarrollo de negocios con la base de la pirámide". Telefónica Movistar, Caracas. Venezuela.
- 2013 Dakduk, S. (2013). "Consumidores de la Base de la Pirámide en los Países Emergentes". Universidad Jorge Tadeo Lozano, Bogotá. Colombia.
- 2012 Dakduk, S., & Angelucci, L. (2012). "Attributions and expectations for business success strategies aimed at low-income consumers". Society for Marketing Advances Annual Conference 2008 – Leading the way. Orlando, FL. United States. November.
- 2008 Dakduk, S., & Puente, R. (2008). "What are the Venezuelan poor people like? Venezuelan CEOs viewpoint". Society for Marketing Advances Annual Conference.
- 2008 "Leading the way - Advances in Marketing: issues, strategies, and theory". St. Petersburg, FL, United States. November 2 - 5.

OTHER PUBLICATIONS

- 2011 Dakduk, S. (2011). Psicología del consumo y salud. In: Cañoto, Y; Peña, G & Yaber, G. Tópicos en Psicología de la Salud. Caracas: Ediciones UCAB.

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2021 Best marketing teacher in the PYM community. Bogotá, Colombia.
- 2021 Best international guest professor Instituto Tecnológico de Santo Domingo. Republica Dominicana.
- 2019 Recognition award for excellence in research.
- 2014 CARGILL Academic Excellence and Research Award. IESA. Venezuela.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

- 2020 – to date Marketing Disciplinary Task Force MaCuDE project: Curriculum recommendations for education in marketing. Academic Leader. AACSB.
- 2016 – to date Expert researcher of the technical table of the digital maturity study of Ecuador. Observatorio de Comercio Electrónico de la Universidad Espíritu Santo de Guayaquil.