

# Lola C. Duque

---

Assistant Professor of Marketing  
Department of Business Administration  
Carlos III de Madrid University  
C/. Madrid 126, 28903 Getafe - Madrid

Email: lduque@emp.uc3m.es  
Pho. +34 916.248.971  
Fax. +34 916.249.607

## Education

PhD in Management, Cum Laude. University of Barcelona, Barcelona, Spain, September 2005  
MSc in Management and Economics. Pompeu Fabra University, Barcelona, Spain, 2000  
B.A. in Business Administration. National University of Colombia, Manizales, Colombia, 1998  
Academic Secondary School. Normal Presentación, Pensilvania-Caldas, Colombia, 1993

## Research Interests

Services marketing, Macromarketing, Consumer behavior, Higher education, Marketing research techniques

## Publications

Duque, L.C. (2013). A framework for analyzing higher education performance: Students' satisfaction, perceived learning outcomes, and dropout intentions. *Total Quality Management & Business Excellence* (forthcoming).

Lado, N., Duque, L.C. and Alvarez Bassi, D. (2013). Current Marketing Practices and Market Orientation in the Context of an Emerging Economy: the Case of Uruguay. *Journal of Small Business Management* (forthcoming).

Cesaroni, F. and Duque, L.C. (2013). Open Innovation and Service Dominant Logic: Application of Foundational Premises to High-tech Firms. *Harvard Deusto Business Research* (forthcoming).

Singh, S. and Duque, L.C. (2012). Moderating Role of Stress in Evaluating Negative Services: Encounters with the Police. *Journal of Service Research*, 15 (2), pp. 231-241.

Duque, L.C., Duque, J.C. and Suriñach, J. (2012). Learning Outcomes and Dropout Intentions: An Analytical Model for Spanish Universities. *Educational Studies* (forthcoming).

Duque, L.C. and Lado, N. (2010). Cross-cultural comparisons of consumer satisfaction ratings: A perspective from Albert Hirschman's Theory. *International Marketing Review*, 27 (6), pp. 676-693.

Duque, L.C. and Weeks, J.R. (2010). Towards a model and methodology for assessing student learning outcomes and satisfaction. *Quality Assurance in Education*, 18 (2), pp. 84-105.

Duque, L.C. and Schneider, U. (2008). Market orientation and organizational performance in the nonprofit context: Exploring both concepts and the relationship between them. *Journal of Nonprofit and Public Sector Marketing*, 19 (2), pp. 25-47.

## Papers under Review (revise & resubmit)

Cesaroni, F. and Duque, L.C. "S-D Logic and the Open Innovation paradigm: Marketing for unembedded technologies".

Gaston-Breton, Ch. and Duque, L.C. "Promotional benefits of 99-ending prices: The moderating role of intuitive and analytical decision style"

Singh, S. and Duque, L.C. "Explicit Donations in Cause-Related Marketing Promotions".

## Papers to be submitted

Lado, N., Duque, L.C. and Alvarez Bassi, D. "Current Marketing Practices and Market Orientation in the Tourism Sector: an evolutionary approach to the Uruguayan case"

Duque, L.C., Gaston-Breton, Ch. and Lado, N. "What keeps people in virtual communities? Drivers of participant's motivation, satisfaction and loyalty" (to *European Journal of Marketing*)

Duque, L.C., Cortes-Jimenez, I. and Fernandez-Young, A. "Prototypes of satisfaction as criterion of segmentation in the tourism sector" (to *Tourism Management*)

Duque, L.C. and Maydeu-Olivares, A. "A theoretical framework for assessing consumer satisfaction with public services: An integrative model" (to *Journal of Service Management*)

## Work in progress

- Consumer stress and service encounter evaluations
- Consumer welfare: effects of materialism on perceived life satisfaction
- Cause-related marketing and nonprofit organizations: consumer perceptions of campaigns' motives
- Perceived value of promotions: Scale development by dimensions of perceived value
- Satisfaction with social virtual communities over time: Follow up of survey addressed to students
- Student's co-creation in higher education: Modeling social and academic implication

## Conference Presentations

- Lado, N., Duque, L.C. and Alvarez, D. (2013). Current marketing practices and market orientation in the tourism sector: An evolutionary approach to the Uruguayan case. Frontiers in Service Conference, Taipei, Taiwan. July.
- Lado, N., Duque, L.C. and Alvarez, D. (2013). Current marketing practices and market orientation in the tourism sector: An evolutionary approach to the Uruguayan case. Annual Conference of the Emerging Markets Conference Board, Port Elizabeth, South Africa. June.
- Cesaroni, F. and Duque, L.C. (2013). Marketing for innovative organizations: Open innovation through the lenses of the Service dominant logic. European Marketing Academy Conference EMAC. Istanbul, Turkey, June.
- Duque, L.C. (2012). A framework for analyzing performance in the higher education service. XXIV Congreso Nacional de Marketing AEMARK, Palma de Mallorca, Spain. September.
- Lado, N., Duque, L.C. and Alvarez, D. (2012). La eficacia de las prácticas de marketing de las pequeñas empresas en los mercados emergentes. XXIV Congreso Nacional de Marketing AEMARK, Palma de Mallorca, Spain. September.
- Singh, S. and Duque, L.C. (2012). Explicit donations in cause-related marketing promotions: Enhancing value inferences and overcoming skepticism. European Marketing Academy Conference EMAC. Lisbon, Portugal, May.
- Gaston-Breton, C. and Duque, L.C. (2012). Promotional benefits on 99-ending prices: The moderating role of intuitive and analytical decision style. European Marketing Academy Conference EMAC. Lisbon, Portugal, May.
- Duque, L.C. (2011). Cocreación, resultados del aprendizaje, satisfacción e intenciones de abandono del estudiante. II Jornada sobre la Dimensión Social de la Educación Universitaria en España. Valencia, Spain. September.
- Duque, L.C., Gaston-Breton, C. and Lado, N. (2011). What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty. XXIII Congreso Nacional de Marketing AEMARK, Castellón, Spain. September.

- Gaston-Breton, C. and Duque, L.C.(2011). The 99 price ending as a signal of promotion: Effects of perceived savings and exploration benefits on proneness to buy 99 ends products. 13<sup>th</sup> Annual Pricing Conference. Syracuse-NY, USA. August.
- Duque, L.C (2011). Student's cocreation, learning outcomes, satisfaction and dropout intentions. XX Jornadas de la Asociación de la Economía de la Educación. Malaga, Spain. June-July.
- Duque, L.C., Gaston-Breton, C. and Lado, N. (2011). What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty. Naples Forum on Service. Capri, Italy, June.
- Lado, N., Duque, L.C and Alvarez, D. (2011). Marketing Practices and Performance in a Post-crisis Scenario. Academy of Marketing Science AMS Annual Conference. Miami, USA. May.
- Duque, L.C., Gaston-Breton, C. and Lado, N. (2011). What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty. European Marketing Academy Conference EMAC. Ljubljana, Slovenia, May.
- Lado, N., Duque, L.C and Alvarez, D. (2009). Prácticas contemporáneas de marketing de las micro y pequeñas empresas (Quality Mention). I Jornadas de Investigación sobre la Pequeña y Mediana Empresa e Iniciativa Empresarial. Getafe-Madrid, Spain. December.
- Duque, L.C and Lado, N. (2009). Cross-cultural comparisons of customer satisfaction ratings: An Albert Hirschman's theory perspective. QUIS 11 - The Services Conference. Wolfsburg, Germany. June.
- Cesaroni, F. and Duque, L.C. (2009). S-D Logic and the Open Innovation Paradigm: Marketing for un-embedded technologies. Naples Forum on Services: Service-Dominant Logic, Service Science, and Network Theory. Capri, Italy. June.
- Duque, L.C., Gaston-Breton, C. and Lado, N. (2009). Drivers of participant's motivation, satisfaction and loyalty in virtual communities. Naples Forum on Services: Service-Dominant Logic, Service Science, and Network Theory. Capri, Italy. June.
- Gaston-Breton, C., Duque, L.C. and Lado, N. (2009). What's keeping people in virtual communities? A survey study of the determinants of participant's satisfaction. 8th International Marketing Trends Congress, Paris, France. January.
- Duque, L.C., Singh, S. and Andreassen, T.W. (2008). Satisfaction as relief or contentment: Comparing the two prototypes. 17th Frontiers in Service Conference. Washington DC, USA. October.
- Duque, L.C. and Lado, N. (2008). Cultural differences in assessing perceived quality and student satisfaction with public higher education: An Albert Hirschman's theory application. 7th International Congress on Public and Nonprofit Marketing AIMP. Szeged, Hungary. June.
- Duque, L.C. and Maydeu-Olivares, A. (2005). La satisfacción del consumidor de servicios públicos: Identificando la evaluación apropiada y aplicaciones. XVII Encuentros de Profesores Universitarios de Marketing EMARK. Madrid, Spain. September.
- Duque, L.C. (2004). Public services user satisfaction: An application to higher education. 24<sup>th</sup> Biennial Conference of the Society for Multivariate Analysis in the Behavioral Sciences SMABS and the European Association of Methodology. Jena, Germany. July.
- Duque, L.C. (2003). La satisfacción del usuario del servicio: Educación superior". XII Jornadas de la Asociación de Economía de la Educación AEDE. Madrid, Spain. September.

## Working Papers

Gaston-Breton, Ch. and Duque, L.C. (2011). Promotional benefits of 99-ending prices: The moderating role of intuitive and analytical decision style. Business Economics Series 11-38, Department of Business Administration, Universidad Carlos III de Madrid.

Lado, N., Duque, L.C. and Alvarez Bassi, D. (2010). Current Marketing Practices and Market Orientation in the Context of an Emerging Economy: the Case of Uruguay. Business Economics Series 10-42, Department of Business Administration, Universidad Carlos III de Madrid.

Cesaroni, F. and Duque, L.C. (2010). Marketing for technologies: S-D Logic and the Open Innovation paradigm. Business Economics Series 10-07, Department of Business Administration, Universidad Carlos III de Madrid.

Singh, S. and Duque, L.C. (2009). 'Unserved' interpretations of service satisfaction. Business Economics Series 09-74, Department of Business Administration, Universidad Carlos III de Madrid.

Duque, L.C. and Schneider, U. (2006). Market orientation and organizational performance in the nonprofit context: Exploring both concepts and the relationship between them. Working Paper 01/2006, Institute of Social Policy. Vienna University of Economics and Business Administration.

Andreassen, T.W. and Duque, L.C. (2004). Comparing prototypes of satisfaction. CREB Working Paper Series, 401. Center for Research in Welfare Economics, University of Barcelona.

Duque, L.C. (2003). Public services user satisfaction: An application to higher education. CREB Working Paper Series, 302. Center for Research in Welfare Economics, University of Barcelona.

## Technical Reports

Duque, L.C., Weeks, J.R. and Richardson, D. (2007). Student learning outcomes assessment: Analysis of data collected during 2006 and spring 2007. Department of Geography, San Diego State University.

Duque, L.C. and Weeks, J.R. (2007). Student learning outcomes assessment and satisfaction: Analysis of data collected in Spring and Fall 2006. Department of Geography, San Diego State University.

Duque, L.C. and Weeks, J.R. (2006). Assessing student learning outcomes and satisfaction. Department of Geography, San Diego State University.

Andreassen, T.W., Duque, L.C. and Derva, J.M (2004). Identifying drivers of satisfaction, attitudes and trust with the Asker and Baerum police force: An initial study of users and non-users. Norwegian School of Management BI and Asker and Baerum Police Force.

Duque, L.C. (1998). Economic impact of university students in Manizales city. ICAM, City Hall of Manizales.

## Teaching and Professional Experience

*Visiting Professor*, University Carlos III de Madrid  
Marketing Principles and Marketing Management Madrid, Spain. 2007-present

*Occasional lecturer and Teaching Assistant*, University of Barcelona  
Applied Economics, Microeconomics and Macroeconomics Barcelona, Spain. 2003-2004

*Teaching Assistant*, Pompeu Fabra University  
Mathematics, Statistics, Control Management, Business Administration, International Policy Barcelona, Spain. 1999-2001

*Promotora de Aportes*, Confamiliares, Caja de Compensacion Familiar  
In charge of promoting on time firm's contributions. Manizales, Colombia. 1999

*Apoyo a la Gestion*, Instituto de Capacitacion Municipal ICAM Manizales, Colombia. 1998  
Projects design and coordination of training programs for city hall employees

*Practica Comunitaria*, National University of Colombia Manizales, Colombia. 1997  
Teaching and consulting small size firms at the city jail

### **Experience in Research Institutions**

Department of Marketing Oslo, Norway  
Visiting Researcher March-July 2010  
*Norwegian School of Management -BI*

Departments of Psychology, Marketing, Geography San Diego, USA  
Visiting Researcher January 2006-June 2007  
*San Diego State University*

CREB, Center for Research in Welfare Economics Barcelona, Spain  
Research Assistant September 2000-09  
*Scientific Park of Barcelona, University of Barcelona*

NPO Institute and Social Policy Department Vienna, Austria  
Marie Curie Fellow January-August 2005  
*Vienna University of Economics and Business Administration -WU*

Department of Marketing Sandvika-Oslo, Norway  
Visiting Scholar/Researcher January-March 2004/Aug. 2008  
*Norwegian School of Management -BI*

Department of Business Administration Getafe-Madrid, Spain  
Visiting Scholar September 2002  
*Universidad Carlos III de Madrid*

### **Participation in Research Projects**

Estrategias de Marketing y nuevos productos: Impacto en el valor de la empresa. Madrid, Spain, 2011-2013.  
Ministerio de Ciencia e Innovación.

Skepticism towards cause related claims: A comparison between Norway and Spain. Oslo, Norway, 2009-2010. Research Council of Norway.

Serving Financial Needs: Segmentation based on why customers contact the bank. Oslo, Norway, 2010-2011.  
Foundation for the Promotion of Studies in Banking and Finance.

Medición de la eficiencia de las practicas de marketing en la creacion de valor de marca y de Mercado. Madrid, Spain, 2008-2011. Ministerio de Educación y Ciencia.

Resultados del aprendizaje e intenciones de abandono: Un modelo de análisis para la Universidad Española. Barcelona, Spain, 2007. Programa de Estudios y Análisis del Ministerio de Educación y Ciencia.

Practicas Medioambientales y Marketing. Madrid, Spain, 2005. Universidad Carlos III de Madrid.

Austrian nonprofit sector panel. Vienna, Austria, 2005. NPO Institute and Social Policy Department, Vienna University of Economics and Business Administration.

The real estate market in Barcelona. Barcelona, Spain, 2000-2001. Joint project between Forcadell Real Estate Consultants and the Center for Research in Welfare Economics.

### **Newspaper contribution**

Arriba el torn d'evaluar la qualitat dels serveis public (It is time for assessing public services' quality).

Diari AVUI, Barcelona, Spain. June 16, 2004

### **Attendance to relevant Conferences and Seminars**

#### *Conferences*

- Las Marcas al servicio de la Investigación y de la Innovación, VI Encuentro de grupos de investigación, instituciones y empresas. Madrid, April 2012
- 19th Annual Frontiers in Service Conference, Karlstad, Sweden, June 10-13 2010
- 39th EMAC European Marketing Association Conference 2010, Copenhagen, Denmark, June 1-4 2010
- 15th SERVSIG Doctoral Consortium, Washington DC, USA, October 1-2 2008
- V Jornada Científico-Docente de la AIMPON: Retos y Oportunidades para el Marketing Publico y No Lucrativo. Caceres, Spain, December 20 2007
- American Marketing Association Winter Educators' Conference: Creating Value through Marketing Experiences and Interactive Partnerships. San Diego, USA, February 16-19 2007
- PLS'03 conference: Focusing in the customer. Lisbon, Portugal, September 15-17 2003
- International III logistics meeting PILOT: Intermodality and Globalisation. Zaragoza, Spain, April 2-3 2003
- BIMM Barcelona international marketing meeting: Europe a new domestic market. Barcelona, Spain, February 5-7 2002
- Business administration students' conferences. Bucaramanga and Manizales, Colombia, 1996 and 1997

#### *Seminars*

- II Madrid Marketing Workshop, New Challenges in Marketing Research, Universidad Autonoma de Madrid, Spain. May 13 2011
- Multilevel Regression Workshop, by Adam de Jong. Universidad Autonoma de Madrid, Spain. February 11 2011
- Longitudinal Modeling with Structural Equation Models (SEMs), by Ken Bollen. Oslo, Norway. May 31-June 1 2010
- English writing skills seminar, Department of Marketing, Norwegian School of Management BI, Oslo, Norway. April 22-23 2010
- Human Resource Management: A Dialogue between Economics and Applied Psychology. Madrid, Spain. January 24 2008
- Workshops presented by faculty candidates to the Department of Marketing. San Diego State University, San Diego CA, USA. Fall 2006
- Social Psychology Colloquium Series. Department of Psychology, San Diego State University, San Diego CA, USA. Spring and Fall 2006
- Demography, by John Weeks. San Diego State University, San Diego, USA. Spring 2006
- Open Source Tools for Geographic Research, by Sergio Rey. San Diego State University, San Diego, USA. Spring 2006
- Structural equation modeling, by Albert Satorra. Jaume I University, Castellon de la Plana, Spain. July 12-13 2004
- Multivariate statistics and LISREL model, by Ulf Henning Olsson and Karl G. Joreskog. Norwegian School of Management BI, Sandvika, Norway. February and March 2004
- Customer relationship management and service marketing, by Tor Wallin Andreassen. Executive School BI, Oslo, Norway. January and February 2004
- Statistical modeling with Mx, by Michael Neale and Hermine Maes. Pompeu Fabra University and IDEC, Barcelona, Spain. July 4-5 2003
- Partial least squares PLS for researchers, by Wynne Chin. Polytechnic University of Catalonia, Barcelona, Spain. December 13 2002
- Service management. Autonomous University of Manizales, Manizales, Colombia. July 1999
- Leaders XXI century. Latin-American Institute of Leadership, Manizales, Colombia. 1996-1997

## Fellowships and Honors

- Yggdrasil mobility grant for young researchers. The Research Council of Norway. Oslo, March-July 2010
- Best dissertation in Management 2004-2005. University of Barcelona, Barcelona, Spain
- Marie Curie Fellowship. European Commission, Vienna, Austria, 2005
- Beca predoctoral per a la Formació en la recerca i la docència. University of Barcelona, Spain, 2000-2004
- Teaching Assistant Fellow. Pompeu Fabra University, Barcelona, Spain, 1999-2000

## Teaching

**Undergraduate:** Marketing I, II, Principles of Marketing, Marketing Management

*Evaluations (mean: 3.6)*

2007/08: 3.8 / 4.1 / 3.9

2008/09: 3.7 / 3.2 / 4.0

2009/10: 3.4 / 3.1 / 4.0

2010/11: 3.5 / 3.3 / 4.1

2011/12: 2.9 / 3.4 / 3.8

**Graduate:** Research in Marketing (PhD), Master's thesis course (Master in Marketing)

## Thesis Advising

- Master in Business Administration and Quantitative Methods (2009): Sandy Telus.
- Master in Marketing (2013): Stephanie Abbink, Natalia Alonso, Ana Ateca, Borja Barrena, Mark Bender, Alba de Blas Velasco, Alfonso Botas, Maria da Graça Trigueiros, Jelena Jovicevic, Mihaela Kostova, Pei Li, Irene Ontañón, Anastassiya Popova, Casper van Drongelen, Petra Walenzyk.
- Undergraduate in Business Administration (2013): Jae wha Jeong.

## Administrative Services for the Department

Responsible coordinator of university contracts for mobility programs (Erasmus/Non-European)  
Coordinator of the courses: Financial and Services Marketing, Public Marketing

## Associations

European Marketing Academy  
Asociación de Economía de la Educación  
International Association of Public and Nonprofit Marketing

## Service

Editorial Board member, European Management Journal  
Scientific Committee, Encontros Científicos: Tourism & Management Studies

## Referee for

Journal of Service Research, European Journal of Marketing, International Journal of Nonprofit and Voluntary Sector Marketing, European Management Journal, Quality Assurance in Education, Investigaciones Económicas, Gaceta Sanitaria, 38th and 40th European Marketing Academy EMAC Conference, Agencia Nacional de Evaluación y Prospectiva (ANEP, Plan Nacional i+d B 2012)

## Software Development

PLS-PY SAIA: Sistema para el Análisis de Intenciones de Abandono (with Juan C. Duque and Jordi Suriñach)