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“There are two mistakes one can make along the road to truth – not going all the way, and not starting”. Buddha

https://www.researchgate.net/profile/Jorge_Mongay

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ABSTRACT

Prof. Jorge (George) Mongay is a frequent speaker at conferences and industry gathering and has provided executive education and consulting services during more than 15 years in several countries including Spain, USA, UK, Switzerland, China, Thailand and Indonesia. He has conducted executive training programs for teams and executives in order to define Marketing Plans, Internationalization Strategies or Market Research among others. Some of the names of the clients include HP, HSBC, UPS, Motorola, Nortel, Aviko, El Corte Inglés, La Vanguardia, Michelin, Astra Zeneca. Prof. George Mongay managed the China Business Program developed between Autonomous University of Barcelona (UAB) and Shanghai International Studies University (SISU) at Shanghai, China during the years 2010-2013.

JM actually serves as Professor of International Business at the National Institute Development Administration, NIDA Business School (Thailand) MBA program (AACSB Accredited), Autonomous University of Barcelona (UAB), Universitas Pelita Harapan (Executive Education) Jakarta, CIEE and ESIC Business & Marketing School (#20, 23 and 29 *Worldwide Best B-School according to BusinessWeek, Bloomberg Business and QS, 2015*).

JM works as well as a consultant for companies in South East Asia and he is a member of the Academy of International Business (AIB).

PUBLICATIONS

Working papers and journal articles.

- Mongay, J. 2017. Country patterns and effects on the Ease of Doing Business. A Global study. International Journal of Competitiveness. Inderscience. (Forthcoming article). Indexing / Abstracting: Scopus.
- Mongay, J. 2017. Exported Corruption and Its Enforcement: Factors and Relationships. Journal of International Business and Economics. December 2016, Vol. 4, No. 2, pp. 19-27. Indexing / Abstracting: Crossref, Cabells, Ullrichs, EBSCO.
- Mongay, J. Rimbo D, Nagoya R, Solihin I. 2017. Perceptions of Consumers in the Airline Industry Using a Qualitative Data Analysis Methodology. An Applied Research under an International Orientation. International Business Research. (IBR Journal). Volume 10, No.5, pp. 22-28. 2017. Indexing / Abstracting: CrossRef, EBSCOhost, EconBiz, EconLit, ECONIS, EconPapers, ERA, Google Scholar, IDEAS, JEL, Open J-Gate, PKP Open Archives Harvester, RePEc, SHERPA/RoMEO, Ulrich's, Universe Digital Library, ZBW-German National Library of Economics.
- Mongay, J., 2017. Market Economies Potentialities and Cultural Clusters. A Global and Longitudinal Study. *Expert Journal of Economics*, 5(1), pp.1-13. Indexing / Abstracting: Econlit, DOAJ, Econbiz, Repec, Econpapers, Ullrich's.

- Perceptions of consumers in the financial industry under A Qualitative Data Analysis methodology. (Mongay, J. 2015) International Journal of Trade and Global Markets. Accepted paper, not released yet. ISSN online: 1742-755X, ISSN print: 1742-7541
- La viabilidad económica de una Catalunya independiente. Una investigación sobre las contribuciones de Espasa y Bosch. Criticas y razonamientos con el uso de la metodología de análisis de datos cualitativos. (Mongay, J, 2015) Revista Contribuciones a la Economía.
- Service Quality Measurement Using SERVQUAL. An Applied Comparative Study on Customer Perceptions and Expectations under an International Approach. (Mongay,J). Expert Journal of Marketing 01/2014; 2(2):82-85.
- Foreign Direct Investment in Cambodia: The case of General Electric. Asian Journal of Research in Business Economics & Management. Vol 3, Num 12, Dec 2013. Pp 158-167. (Mongay, J.)
- Are corruption and ease of doing business correlated? An analysis of 172 nations. The Academy of International Business (AIB) UK Chapter. Edinburgh, Scotland, April 2011.(Mongay J, Filipescu D).
- Variables and their impact in the ease of doing business in China. An international comparative study based in the "Doing Business" report (2012, Spanish). Mongay, J. University Library of Munich. http://mpra.ub.uni-muenchen.de/41865/3/MPRA_paper_41865.pdf. Indexed at: ECONPAPERS. www.econpapers.repec.org
- Generadores de lealtad en la pyme: un enfoque B2B. Revista Contribuciones a la Economía. (Spanish). March 2011. (Mongay J, Torres J.) ISSN: 1696-8360. Indexed at: ECONPAPERS. www.econpapers.repec.org
- Modelo de compatibilidad estrategica aplicado a fusiones y adquisiciones. Revista Contribuciones a la Economía. (Spanish). March 2011. (Mongay J). ISSN: 1696-8360. Indexed at ECONPAPERS. www.econpapers.repec.org
- Caso ARTCAVA. 2012. (Mongay J, Enguita E). University Library of Munich. <http://mpra.ub.uni-muenchen.de/41836/>.Indexed at ECONPAPERS. www.econpapers.repec.org

Conference Proceedings

Jorge Mongay. Cultural clusters and market potentiality. Realities and relationships. Academy of Global Business Advancement. Central Java. Indonesia Nov 26-28, 2016.

Jorge Mongay: An applied research on feelings, sentiments and perceptions of consumers in a complaining process in the financial industry using a Qualitative Data Analysis. The case of Capital One credit card. Society on Interdisciplinary Business Research. SIBR, Bangkok, Thailand; 06/2015

Jorge Mongay, Ashia Johnson, Margaret Head, Camille Guenard, Brian Kincaid: Scotch Whisky in Thailand. Strategic implications of international alliances and product adaptation. A secondary data research case study. MPRA Paper; 10/2012

Jorge Mongay: Academy of International Business, UK Chapter. Edinburg, 2012. Academy of International Business, UK Chapter; 05/2012

Others

- Member of the Editorial Board of the International Business (IBR) Research. (ISSN: 1913-9004; E-ISSN 1913-9012). Indexed and abstracted in: CrossRef, EBSCOhost, EconBiz EconLit, ECONIS, EconPapers among others.
- Former reviewer of the Journal of Asian Business Studies (JABS). Emerald. ISSN: 1558-7894.

Articles non-peer reviewed.

- Boycott a Catalunya? Posible y probable. El Economista, April 2015.
- Invertir en Asia: 5 razones para la reflexión. Catalunya Económica 06/2013;
- Hacer negocios en España: Una comparativa internacional 2012. Publisher: Catalunya Económica. (07/2010).
- It is the mind that takes the decision, but it is the heart that makes the commitment. Publisher: IESE. (10/2008) Mongay, J.
- Packaging: vender por la cara. Pub: Congreso Gran Premio a la Innovación (03/2003) Mongay, J.
- La formación en Ciencias Empresariales. Publisher: (**) DEC, 1999. Mongay, J.
- El cliente interno. Publisher: (**) DEC, 1999. Mongay, J.
- Diversificaciones exitosas. Publisher: (**) DEC. Mongay, J.
- Telefónica: ¿y ahora que?. Publisher: (**) DEC, 1999. Mongay, J.
- El futuro de Catalunya. Publisher: (**) DEC, 1999. Mongay, J.
- Las decisiones en la compra industrial. Publisher: (**) DEC, 1999. Mongay, J.
- Como evitar la miopía del mercado. Publisher: (**) DEC, 1999. Mongay, J.
- Una estrategia empresarial 4x4. Publisher: (**) DEC, 1999. Mongay, J.
- 10 Estrategias de gestión para el 2000. Publisher: (**) DEC, 2000. Mongay, J.
- La misión de la empresa. Publisher: (**) DEC. Mongay, J.
- Dalí, Onassis i Ford medicres?. Publisher: (**) DEC, 1999. Mongay, J.
- El concepto Marketing. Publisher: (**) DEC, 1999. Mongay, J.
- Entorno industrial. Publisher: (**) DEC, 2000. Mongay, J.
- Reclutamiento y Selección. Publisher: (**) DEC, 1999. Mongay, J.
- Prever el futuro. Publisher: (**) DEC, 2000. Mongay, J.
- La variedad como factor de competitividad. Publisher: (**) DEC, 2000. Mongay, J.
- La venta en la empresa. Publisher: (**) DEC, 2000. Mongay, J.
- Metodología TRIZ. Publisher: (**) DEC, 2000. Mongay, J.
- Contextos de aplicación de los círculos de calidad. Publisher: (**) DEC, 2000. Mongay, J.
- La gestión del conocimiento, 2000. Mongay, J.

(**) Dossier Economic de Catalunya.

Books

- La Direccion Estrategica de la Empresa: Practicas avanzadas. Thomson. (November/2004). Mongay, J. (Spanish). ISBN: 84-470-2283-8.
- Business and Investments in Asia: New Challenges, New Opportunities. (ESIC Editorial, 2012). Mongay, J. (english). ISBN: 978-8473-7356-810-4.
- Customer Loyalty in Small Companies. A case study approach. Lambert Academic Publishing. 2012. Mongay, J. (english). ISBN: 978-3-8484-1240-2.
- Esclavos de la regulación (Spanish). Lulu Edit. Edition: 1st, Publisher: Lulu, Editor: J.Mongay, ISBN: 9781291637021

Book chapters

- Mongay, J. 2017. (Forthcoming). "Ease of Doing Business and wealth creation," submitted to "Examining the Private Sector's Role in Wealth Creation and Poverty Reduction" IGI GLOBAL.
- Mongay, J. 2017. Ease of Doing Business and wealth creation, Book: "Examining the Private Sector's Role in Wealth Creation and Poverty Reduction". IGI Global.
- Mongay J, Delcor J, Torres J. 2009. Business Plan: Metodología Euncet . Obra Social Caixa de Terrassa (12/2009).
- International Business: New Challenges, New Forms, New Practices. Ed. Harris, S. 2011. THE ACADEMY OF INTERNATIONAL BUSINESS. (AIB). Chapter title: Are corruption and the ease of doing business correlated? An analysis of 172 nations. (Mongay J, Filipescu D.)

Doctoral thesis.

Customer Loyalty in small B2B companies: A case study approach . SBS Swiss Business School. (02/2009) Mongay, J. Mentor: Frederick Clark, Ph.D.) *Customer Loyalty in Small Companies. A case study approach*". (Lambert Academic Publishing, 2012).

Editorial Board

The Encyclopedia of Race, Ethnicity and nationalism in The XXI Century Organizations. Pub: Wiley Blackwell. 2012. Mongay J, Rizova P.

Former Editor in Chief of the *SBS JOURNAL OF APPLIED BUSINESS RESEARCH*. (*SBS JABR*). ISSN: 2235-7750 (Online) & 2235-7742 (Printed).

Member of the Editorial Board and Reviewer of the International Business Research Journal (IBR). (ISSN: 1913-9004; E-ISSN 1913-9012)

EDUCATION

- Doctor of Business Administration (D.B.A.) at SBS Swiss Business School, Zurich (Switzerland). ACBSP & IACBE accredited, Eduqua Certified. Thesis: “Customer Loyalty in Small B2B companies. A multiple case study approach.”. 2009.
- International Faculty Program (IFP) at IESE Business School, 2007. AACSB and EQUIS accredited. IESE has been considered by The Economist, (EIU) number 1 in the world (2007).
- Postgraduate Diploma in Research Methods (Business and Management) University of Bradford School of Management, UK. 2006 AMBA & EQUIS accredited. Top 5 in Europe (Masters in Management, Financial Times Ranking 2006).
- MBA, Escuela de Administración de Empresas (EAE), The Nottingham Trent University, England, UK. 1997.
- Graduate Diploma in Marketing, (DipM) at The Chartered Institute of Marketing, England, (UK). 1995

Other Specific Diplomas in Neurology and Neuroscience:

- Neurology DipT. University Camilo Jose Cela. (Madrid, Spain 2015).
- Research Methodology applied to Neurosciences. University of Leon, Spain. 2015.
- Neuroscience: Perception, Action and the Brain. Duke University, USA. 2016.

Awards:

- IESE Business School, IFP President in 2007.
- Academic Member of The European Academy of Management and Business Economics. (AEDEM).
- Best evaluated teacher by American students at UAB Study Abroad Program. (Spring 2006).
- BIMM 2004. Barcelona International Marketing Meeting invited speaker.
- Guest speaker of the Club de Marketing de Barcelona. Subject: “The Importance of Marketing Strategy”, 1999.
- Elected Member of The Chartered Institute of Marketing, 1995.

Academic / Teaching experience:

- Faculty at NIDA, Thailand. 2016. MBA program.
- Faculty at the MBA Universitas Pelita Harapan & Peking University in Jakarta, MBA. 2013-today.
- Guest lecturer at SBS Swiss Business School, Zurich. MBA. 2011-2012.
- Lecturer at North Chiang Mai University, Thailand. Doctor Business Administration program. 2013-2014.
- Lecturer at University Pompeu Fabra, (Spain) . 2012-2015. Master International Business.
- Lecturer at Arcadia University, PA, USA, since 2007 (Barcelona campus)
- Lecturer at CEA, University of New Haven, CT (USA), since 2007 (Barcelona campus).
- Visiting professor at Strathmore Business School, Nairobi, Kenya, 2009.

- Guest Speaker at the MBA program of Lake Forest Graduate School of Management, Chicago, IL. Topic: European Business. Summer 2006.
- Guest speaker at ESADE (Spain). 3rd best international business school, (Businessweek ranking *2004). Level: undergraduate and postgraduate. Subject: Computing applications to strategic analysis. 2004.
- Lecturer at Universitat Autònoma de Barcelona (UAB). www.uab.es Courses: International Business. Study abroad program developed together with American colleges; Rhode Island University, Texas A&M, Drew University, Cornell University, 2003-today.
- Lecturer at ESIC Business and Marketing School. Postgraduate programs. Courses: Business Strategy, Marketing Strategy, Environmental Marketing, Buyer Behaviour, Pricing Policy. Manufacturing Management. 1997-2006 (9 years' experience at postgraduate status)
- Lecturer at Euncet-Universitat Politècnica de Catalunya. www.euncet.es www.upc.es Level : Teaching at postgraduate status, MBA bilingual program. Course: International Business Strategy, 2004-2005.
- Lecturer at The Chartered Institute of Marketing , (UK) (Courses in Spain). www.cim.co.uk Level: Postgraduate and Undergraduate. Courses: Strategic Marketing Management: Planning and Control, International Marketing, Management Effectiveness. 1998-2001.
- In company training educator with the [Abz Rosvel consultancy group](#), 1998-2004.

Professional experience

- *Since 2004.* Freelance as adjunct faculty, consultant, and researcher.
- *2002-2004.* MCM, S.A. Export Area Manager. Customer examples: *Danone (UK), Coca Cola, Procter & Gamble.*
- *2000-2002* Antonio Mengibar S.A. Packaging machinery manufacturer. Export Area Manager. Sales and marketing for international markets including U.K, Australia, Belgium, Portugal. Some customers are : *Procter & Gamble, Unilever, Colgate Palmolive, Henkel, L'Oreal, S.C. Johnson, Perrigo, Estee Lauder, Reckitt Benckiser.*
- *1999-2000.* Market Modeling Ltd. Marketing software tools. Consultant sales and marketing in Spain. Development of sales strategies and the implementation of marketing plans for customers. Customers: *HP, UPS, Mororola, Michelin, Nortel, Astra Zeneca.*
- *1998-1999.* HayGroup. Human resources and corporate strategy consultants. Marketing Manager for Spain. Press and marketing communication, influential marketing campaigns in different media, sponsorship, new product development.
- *1995-1998* E.O.I – National Spanish Dept of Energy and Industry. Sales Manager for the Barcelona office. Direct marketing campaign, open doors activities, sales forecasts, sales presentations.
- *1993-1995.* AGEM. Consultancy for marketing and sales programs. Consultant for market research and sales programs. Marketing statistics, tabulation, questionnaires design and proposed paths for sales actions.

Actual and former professional Membership:

- AIB. Academy of International Business
- AEDEM (European Academy of Management and Business Economics)
- IESE Business School, Barcelona, (Spain)
- Neuromarketing Science & Business Association (NMSBA).

Languages:

- Bilingual Spanish –English.
- French: fluent.
- Catalan: fluent.
- Thai: intermediate.

Research interests:

International Business, Customer loyalty, Business and marketing strategy, International Management, Asian Markets, Global markets.