Maria OLMEDILLA-FERNANDEZ
Digitalisation
Paris

CV

Skills & Interests

Teaching Skills
Strategic Management
Mobile Marketing
Big Data Collection for Managers
Social Media Marketing

Expertise
eWOM communities, Text mining, Machine learning techniques, Online user behaviour

Qualification
Scholarly Academic

Academic Degrees
Ph.D. University of Seville, Spain, 2017.
MSc Universities FH-Brandenburg y BTU-Cottbus, Department of Economics, 2014.

Work Experience
Assistant Professor, SKEMA Business School (September, 2019 - Present), Paris, France.
Associate Professor, EMLV Business School, Léonard de Vinci Pôle Universitaire (September, 2017 - August, 2019), Paris, France.
PhD Researcher, Universidad de Sevilla (December, 2014 - May, 2017), Sevilla, Spain.
Freelancer consultant, GRUPO AMETS GESTIÓN I+D+i (June, 2012 - April, 2015), -, Spain.

Intellectual contributions

Articles in Journals
analysis of discourse in eWOM communications from a gender perspective. *Technological Forecasting and Social Change* (129), 131-142.


**Articles in Proceedings**


**Conference Presentations**


**Other Research**


* Financing Entity: Regional Government of Andalusia, Ministry of Economy and Knowledge, European Union, European Regional Development Fund "A way to make Europe"

* Participating entities: University of Seville, Liverpool John Moores University and SKEMA Business School

* Amount of Funding: 50,220 €

[Basic or Discovery Scholarship]

**Professional Service**

**Chair: Committee / Task Force**

2019: ICISDM - International Conference on Information System and Data Mining, Houston, Texas (International).

**Reviewer: Reviewer for a Journal**

2017: Sustainability Open Access Journal from MDPI (International).

2017: Technological Forecasting and Social Change (International).