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## **EDUCATION**

- 2023      **University of Southern California / Marshall School of Business, Los Angeles, US**  
Visiting Scholar at Mind & Society Center (Spring-Summer)
- 2016      **University of Texas Rio Grande Valley, Edinburg, US**  
Post doc at Business Research Center (Spring-Summer)
- 2010-2015      **Aix-Marseille Graduate School of Management, Aix-en-Provence, France**  
Doctor in





12. Huaman-Ramirez, R., Maaninou, N., Merunka, D., & Cova, V. (2021), "How do consumers perceive old brands? Measurement and consequences of brand oldness associations," *European Business Review*, Vol. 22 No. 4, pp. 566-596 [ABS 2; ABDC B].

Marketing, European Business Review, Journal of Brand Management, Journal of Strategic Marketing, Journal of Consumer Marketing

**OTHER PERSONAL INFORMATION**