

FACULTY PROFILE



PERSONAL INFORMATION	
Name and Surname(s)	MUÑOZ FERNÁNDEZ, Guzmán Antonio
Category	Tenured Associate Professor
Degree(s)	PhD (University of Córdoba) – Graduate in Economic and Business Sciences (Business Studies) (<i>Licenciatura</i>) – Technical Industrial Engineer (Specialisation in Electricity)
Department	Department of Statistics, Econometrics, Operations Research, Business Management, and Applied Economics
Area of Expertise	Business Management
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Research Profile (ORCID Code; Researcher ID)	Researcher ID: I-4864-2014; Scopus Author ID: 55966497000; ORCID ID: 0000-0003-4521-4793
TEACHING EXPERIENCE IN UNDERGRADUATE AND POSTGRADUATE PROGRAMMES	
Courses Taught (maximum of 10)	- Operations Management and Control, International Marketing, Advanced Techniques in Business Management, Learning and Teaching of Relevant Subjects in Economics, Business, and Commerce, Business Management
RESEARCH EXPERIENCE	
Research Lines (maximum of 3)	- Cultural Tourism, Entrepreneurship, Teacher Training
Publications (maximum of 3)	- Muñoz-Fernández, G. / García, L. / de Sancha-Navarro, J.M. / Heredia-Carroza, J., “Does the

3)	<p>Flamenco Tourist Exist? Motivation and Segmentation”, in: <i>Heliyon</i>, 9/3 (2023), e14134</p> <ul style="list-style-type: none"> - Sánchez-Cañizares, S.M. / Cabeza-Ramírez, L.J. / Muñoz-Fernández, G. / Fuentes-García, F.J., “Impact of the perceived risk from Covid-19 on intention to travel”, in: <i>Current Issues in Tourism</i> (2020), pp. 1-15 - Cabeza-Ramírez, L.J. / Muñoz-Fernández, G.A. / Santos-Roldán, L., “Video Game Streaming in Young People and Teenagers: Uptake, User Groups, Dangers, and Opportunities”, in: <i>Healthcare</i> 9/2 (February 2021), p. 192
Research Projects (last 5 years, maximum of 3)	<ul style="list-style-type: none"> - “Towards More Resilient Entrepreneurship in the New Digital Economy. The Impact of Active Labour Market Policies on the Survival and Employability of Andalusian Entrepreneurs: Analysis and Improvement Proposals” (EMPRENVIVE). 1380790-R. Operational Program ERDF (European Regional Development Fund) Andalucía 2014-2020. 2020 Call



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