



Mauricio RODRIGUEZ (Dr.)

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ASSOCIATE PROFESSOR

DEPARTMENT: DIGITAL MANAGEMENT

CO-MANAGER OF THE MSC AIDTM

DISCIPLINARY TEAM: DIGITAL MANAGEMENT

RESEARCH AXIS: MAPS (MOBILIZE, ADAPT, PRACTICE, SHIFT) FOR CHANGE

EDUCATION AND DEGREES

- 2014 Doctor of Philosophy in Management Neoma Business School, Reims, France
- 2020 Doctorate in Management University of Reims Champagne-Ardenne, Reims, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2018 - 2024 Assistant Professor of Marketing (Esdes Business School, Lyon, France)
- 2017 - 2018 Professor (Neoma Business School , Reims, France)
- 2013 - 2014 Marketing and Innovation Director and Shareholder (Yettu, Bogota, Colombia)

EXECUTIVE EDUCATION TEACHING

- 2015 Professeur Innovation Seminar at MBA (Neoma Business School , Paris, France)

OTHERS ACTIVITIES

- 2009 - today Board Member and shareholder (Mangalink, Bogota, Colombia)
- 2018 - 2021 Visiting Professor (Universidad del Salvador, Buenos Aires, Argentina)
- 2018 Visiting Professor (University of International Business and Economics UIBE, Pekin, China)

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- Spanish
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- MAPS (Mobilize, Adapt, Practice, Shift) for Change

RESEARCH INTERESTS

- Marketing & Communication (Marketing des services): New product development
- Marketing & Communication (Marketing industriel): New information and communication technologies

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- Management Learning
- technological forecasting and social change

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Rodriguez, M., Alcaraz, J.M., Carrillo Cortina, V., Hassler-Forest, D., Equitable futures: Afrofuturism's critical world-building potential for management education. *Management Learning*, 2025, 56,(5): 1009-1022. **CNRS 3, FNEGE 2, ABS 3, HCERES A**

Rodriguez, M., Mendoza, M., Lhuillery, S., A battle of drones: Utilizing legitimacy strategies for the transfer and diffusion of dual-use technologies. *Technological Forecasting and Social Change*, 2021, 166,(120539). **CNRS 2, FNEGE 2, HCERES A**

Rodriguez, M., Bonnin, G., The narrative strategies of B2B technology brands. *Journal of Business and Industrial Marketing*, 2019, 34,(7): 1448-1458.

Papers in Academic Conferences

Rodriguez, M., Carrillo, V., Organizing post-growth marketing: Dystopian optimism, epistemological rupture, and transitional mechanisms. *Consumer Culture Theory Conference 2026*, June 29th-July 3rd 2026, Kyoto, Japan.

Rodriguez, M., The role of dystopian narratives in shaping technological innovation and market dynamics. *Consumer Culture Theory Conference 2025* , June 24th-27th 2025, Londres, United Kingdom.

Rodriguez, M., Bonnin, G., Caicedo, A., Black Mirror dystopian reflections: The role of cultural narratives in shaping market dynamics. *The 8th Interdisciplinary Market Studies Workshop*, June 16th-19th 2025, Stockholm, Sweden.