



Mauricio RODRIGUEZ (Dr.)

Bâtiment Le Triptyk
37, rue Saint Romain
69008 Lyon

✉ mauricio.rodriguez@bsb-education.com

ASSOCIATE PROFESSOR
DEPARTMENT: DIGITAL MANAGEMENT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT
RESEARCH AXIS: DIGITAL LEADERSHIP

EDUCATION AND DEGREES

- 2014 Doctor of Philosophy in Management Neoma Business School, Reims, France

WORK EXPERIENCE

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Digital Leadership

RESEARCH INTERESTS

- Marketing & Communication (Marketing des services): New product development

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. **CNRS 3, FNEGE 2, HCERES A (published on line)**