

Sergio Olavarrieta S.

Associate Professor of Marketing and Strategy
Universidad de Chile, School of Business and Economics
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Education

- Ph.D. Bus. Admin. The University of Georgia – Athens, Georgia, Major: Marketing, Minor: Strategic Management (1997)
- Dissertation: "The Role of Market Orientation, Knowledge-related Resources and Reputational Assets on Firm Performance: An Integrative Resource-Based Model"
Committee: Dr. Srinivas Reddy, Dr. Thomas Leigh, Dr. Roberto Friedmann, Dr. Patricia Daugherty and Dr. Lori Versteegen Ryan
- B.A. Business (5 Years) University of Chile, Santiago – Chile, 5-years degree Commercial Engineer degree in Business Administration. **Best graduate of the class**
- Languages: Spanish, English, German (Sprachdiplom I, II)

Academic Appointments

Permanent Appointments

- 2010- Associate Dean Graduate School School of Business & Economics Universidad de Chile
- 2009- 2010 Associate Professor of Marketing, School of Business & Economics Universidad de Chile
- 2006-2009 Associate Professor of Marketing and Strategy and Dean, School of Business & Economics Universidad Diego Portales, Chile.
- 2002 - 2006 Director (Assistant Dean) Undergraduate Programs, School of Business & Economics, University of Chile
- 1998 - 2002 Assistant Professor of Business, University of Chile (**tenured** 2002)
- 1993 - 1997 Instructor / Research Assistant, Marketing, The University of Georgia
- 1991 - 1993 Instructor of Business, University of Chile

Visiting/ Adjunct Appointments

- 2008 Visiting Professor, MBA Universidad ORT; Uruguay.
- 2007 Visiting Scholar, University of Texas San Antonio, Business School, International Latin American Visitor Program,
- 2007 Adjunct Professor, Universidad Autónoma de Madrid, Doctoral Program.
- 2006 Adjunct Professor, ESAN, Marketing Executive Program, Peru
- 2001 (Spring) Visiting Assistant Professor of Marketing, The University of Georgia
- 2000– 2001 Visiting Professor, Tulane University Freeman School of Business, EMBA, USA.
- 1998- 2002 Adjunct Professor, MBA program, National University of Tucuman, Argentina, Strategic Management
- 1998- 2001 Visiting Professor, ORT University, Final Project Committee Member Montevideo, Uruguay.
- 1998 – 2000 Adjunct Professor, University of Sevilla, Ph. D. program, Research and Strategy Doctoral Seminars

Classes Taught

- Strategy Implementation, University of Chile MBA,
- Marketing Strategy, U. Diego Portales MBA, Undergraduate program, University of Georgia.
- Business Strategy, Tulane University EMBA, University of Chile MBA, Universidad Nacional de Tucuman, Argentina, MBA . Undergraduate University of Chile, U. Diego Portales.
- Corporate Strategy, University of Chile MBA, ESAN University, Peru
- Market Research, University of Chile MBA, Executive programs; undergraduate, and University of Georgia.
- Branding, University of Chile, MBA, Executive Education, Undergraduate programs, Universidad Diego Portales, ORT (Uruguay) MBA, Universidad Adolfo Ibáñez International MBA.
- International Marketing, Undergraduate programs, University of Georgia, Adapted version for UTSA MBA and higher level Business undergraduates.
- Principles of Marketing, U. Georgetown (Chilean dual degree) MBA, ESAN Executive Development Program, Perú,
- Personal Selling, Undergraduate program, University of Georgia.
- Strategic Management and Research Methods Doctoral Seminar, University of Sevilla Spain, Ph.D. Residential Program in Chile.
- From Research to Publications Doctoral Seminar, Universidad Autónoma de Madrid, Santiago. Doctoral Program.
- Introduction to Business, University of Chile
- Strategic Leadership Workshop, University of Chile

Research

Major and International (ISI Web of Science and Scielo) Journal Articles

Olavarrieta, Sergio, Enrique Manzur, Hidalgo, Pedro, y Pablo Farías (forthcoming) "In-Store Price Shopper's Knowledge in a Chilean Hypermarket", Journal of Business Research (ISI),

Manzur, Enrique, Sergio Olavarrieta, Pedro Hidalgo, Rodrigo Uribe and Pablo Farías (2011), "Store Brand and National Brand Promotions Attitudes Antecedents" Journal of Business Research (ISI), 64 (3-March), 286-291.

Olavarrieta, Sergio, Eduardo Torres, Arturo Vásquez-Párraga y Cristobal Barra (2009) "Derived vs. Full Name Brand Extensions: An Experimental Study", Journal of Business Research , 62 (9), 899-905.

Olavarrieta, Sergio; Enrique Manzur y Roberto Friedmann (forthcoming 2009) "Foreign Branding: Examining the Relationship Between Language and International Brand Evaluations" INNOVAR Journal of Administrative Sciences (ISI), 19 (35 Sep-Dec), 9-18.

Eduardo Torres, Enrique Manzur, Sergio Olavarrieta y Cristóbal Barra (2009) "Analysis of the Trust-Commitment relationship in Internet Banking" , Revista Venezolana de Gerencia (ISI), 14 (47), 370-391.

Olavarrieta, Sergio; Felipe Alarcón, Pablo Furche e Ingrid Graf (2009) "Determinants of Consumer Evaluations of Brand Extensions in Chile and Comparison Against Global Evidence", ESIC Market, (European-Spanish Marketing Journal), Enero-Abril, 132, 35-54

Olavarrieta, Sergio y Roberto Friedmann (2008), "The Role of Market-Oriented Culture on Knowledge-Related Resources Development and Superior Performance: An Empirical Test in Latin America", Journal of Business Research 61 (6), 623-630 (ISI).

Hidalgo, Pedro, Enrique Manzur y Sergio Olavarrieta (2008), "Customer Retention and Price Matching: Analysis of the Chilean Pension System using CLV", Journal of Business Research 61 (6) 691-696, (ISI).

Olavarrieta, Sergio (2008) "Desafíos de la investigación en mercadeo en Latinoamérica", Revista Latinoamericana de Administración ACADEMIA, 41 (Segundo Semestre), 11-18 (ISI) .

Hidalgo, Pedro, Enrique Manzur, Sergio Olavarrieta y Pablo Farías (2007), "Determinantes de la Compra de Marcas Privadas", Revista de Ciencias Sociales, Vol. 13, No. 2 (Mayo-Agosto), pp.205-218 (ISI, SciELO).

Maquieira, Carlos, Sergio Olavarrieta and Pablo Zutta (2007), "Determinants of Financing Structure: Empirical Evidence in Chile using Structural Equations Modeling", **Trimestre Económico (ISI)** ; 293 (Enero-Marzo); 161-193.

Hidalgo, Pedro; Enrique Manzur, Sergio Olavarrieta y Pablo Farías (2007) "Cuantificando las Distancias Culturales entre Países: Un Análisis a Latinoamérica", **Cuadernos de Administración** No. 33, Enero, Junio, pp. 181-201(SciELO).

Farías, Pablo, Pedro Hidalgo, Enrique Manzur y Sergio Olavarrieta (2007), "La Cultura Nacional y su Impacto en los Negocios: El Caso Chileno", **Estudios Gerenciales** 23 (105); 57-67 (SciELO).

Olavarrieta, Sergio and Roberto Friedmann (2007) "Logo Selection and Modification Guidelines: An Empirical International Validation in Chile", **Estudios de Administración**, Vol. 14 (1), 1-21.

Olavarrieta, Sergio, Pedro Hidalgo, and Pablo Farías (2006) "Marcas Privadas y la Copia en el Etiquetado a las Marcas Nacionales", **Hitos de Ciencias Económico-Administrativas** , 32 (Enero-Abril), 9-16.

Olavarrieta, Sergio, Pedro Hidalgo, Enrique Manzur, and Pablo Farías (2006) "Perceived Risk and Attitudes toward Private Labels (Riesgo Percibido y la Actitud hacia las Marcas Privadas)", **ACADEMIA Revista Latinoamericana de Administración**, 37 (Segundo Semestre), 73-89.

Manzur, Enrique, Pedro Hidalgo, Sergio Olavarrieta and Pablo Farías (2005) "Efectos de las Características Psicográficas en la Intención de Compra de Marcas Privadas en Chile (Psychographics and Private Labels' Buying Intentions in Chile)", **Estudios de Administración**, Vol. 12 (2); 67-98.

Conchar, Margy; George Zinkhan, Cara Peters and Sergio Olavarrieta (2004), "An Integrated Framework for the Conceptualization of Consumers' Perceived Risk Processing", **Journal of the Academy of Marketing Science (ISI)**, Vol. 32, No.4, pp. 418-436. **(90+ Google.Scholar cites)**

Olavarrieta, Sergio and Elvira Salgado "Introducción", Número Especial Marketing en Latinoamérica, **ACADEMIA Revista Latinoamericana de Administración**, (2001) Vol. 27, No. 2, 3-10.

Olavarrieta, Sergio and Roberto Friedmann (2001) "Métodos de Investigación Cross-Cultural: Una Síntesis", **ACADEMIA Revista Latinoamericana de Administración** (Latin American Business Journal), Vol. 26, Primer Semestre 55-78 .

Olavarrieta, Sergio, Roberto Friedmann and Pedro Hidalgo (1999) "Market Orientation in a Developing Nation: A Validation Study with Chilean Businesses", **Revista Latinoamericana de Administración ACADEMIA** (Latin American Business Journal), 22, pp. 83-96.

Olavarrieta, Sergio and Roberto Friedmann (1999) "Market-Oriented Culture, Knowledge-Related Resources, Reputational Assets, and Superior Performance: A Conceptual Framework," **Journal of Strategic Marketing**, Vol. 7, No. 4, December, pp. 215-228 (Lead article, Over 20 G. Scholar cites).

Olavarrieta, Sergio, Alejandra Gutiérrez and Aracelly Zárate (1999), "El Rol de las Expectativas y Deseos en la Satisfacción del Cliente: Una Aplicación de Modelación de Ecuaciones Estructurales," (The Role of Expectations and Desires on Customer Satisfaction: An Application of Structural Equations Modeling) **Estudios de Administración** (Business Studies), 1999, Vol. 6, 1, pp. 51-73.

Olavarrieta, Sergio (1998) "Estrategia de Marca: Un Modelo Conceptual de los Determinantes de la Evaluación de las Extensiones de Marcas" (A Conceptual Model of the Determinants of Brand Extension Evaluations), **ACADEMIA Revista Latinoamericana de Administración** (Latin American Business Journal),

Olavarrieta, Sergio and Roberto Friedmann (1996) "Un Enfoque Evolutivo-Dinámico de Estrategia: Más Allá del Atractivo de los Mercados y de los Recursos Distintivos" (A Dynamic-Evolutionary Approach to Strategy: Beyond Market Attractiveness and Distinctive Resources), **Estudios de Administración** (Business Studies), Primavera 1996, Santiago, Chile.

Olavarrieta, Sergio (1995) "El Enfoque de Estrategia basado en los Recursos: Una Síntesis" (The Resource-Based Approach to Strategy: A Synthesis), **Estudios de Administración** (Business Studies), Vol. 2, No. 2, Primavera, Santiago, Chile.

Olavarrieta, Sergio (1995), "Medición Confiabilidad y Validez en Investigaciones en Marketing y Disciplinas Relativas al Comportamiento Humano" (Measurement, Reliability and Validity in Marketing and Human Behavior Disciplines), **Estudios de Administración** (Business Studies), Otoño 1995, Santiago, Chile.

Olavarrieta, Sergio and Alexander Ellinger (1997) "The Resource-Based Theory of the Firm and its Role for Strategic Logistics", International Journal of Product Distribution and Logistics Management , 1997, Vol. 27, No. 9, 559-587 (**Outstanding Paper of the volume, over 80 G. Scholar cites**).

Acuña, Eduardo and Sergio Olavarrieta (1993) "Empresas Familiares: Características y su Diversidad (Family Businesses: Characteristics and Diversity)," ACADEMIA Revista Latinoamericana de Administración (Latin American Business Journal) Vol. 12, 2nd. Semester, 1993, Santiago, Chile.

Manuscripts under Review

Enrique Manzur, Hidalgo, Pedro, Rodrigo Uribe, Sergio Olavarrieta, y Pablo Farías "Comparative Advertising Effectiveness in Latin America: Evidence from Chile", submitted to International Marketing Review (Septiembre 2011), Revised and Resubmitted.

Torres, Eduardo, Cristobal Barra y Sergio Olavarrieta, "Trust Formation in Online Services: The Effect of Reputation, Familiarity and the Moderating Role of Internet Penetration", submitted to International Marketing Review (Marzo 2011)

Olavarrieta, Sergio, Roberto Friedmann and Enrique Manzur "Brand Personality outside the developed world: Evidence from Chile", to be submitted to Revista de Administracion de Empresas (Brasil).

Manzur, Enrique, Sergio Olavarrieta, Pedro Hidalgo and Pablo Farías, "Retailers Price Promotion Strategies" to be submitted to Innovar: Journal of Administrative Sciences.

Manzur, Enrique, Pablo Farías, Sergio Olavarrieta y Pedro Hidalgo, "Endowment effect in Latin America: Empirical Evidence and Implications", to be submitted to Revista de Ciencias Sociales, Julio 2011.

Work in Progress

Olavarrieta, Sergio, "Meaning vs Economic Incentives: Is Behavioral Economics right in the Latin American Context?", in preparation to be submitted to Innovar: Journal of Administrative Sciences.

Olavarrieta, Sergio, "Is Value Different from the Seller or Buyer perspective: International Evidence?", in preparation to be submitted to Marketing Letters.

Olavarrieta, Sergio, "Productivity in Business and Economics Research in Chile 1985-2009: A Scientometric approach using the ISI database", to be submitted to Estudios de Administración.

Goñi, Niria, Eduardo Torres, Sergio Olavarrieta, "Brand Personality in Mexico", para ser enviado a Revista Forum Empresarial.

Manzur, Enrique, Sergio Olavarrieta and Pedro Hidalgo, "Charitable Behavior and Rationality: Individual Motivation for Contributing to Public Goods", to be submitted to Journal of Macromarketing.

Olavarrieta, Sergio, "Business Research in Latin America: an Assessment using Top Latin American Journals", in preparation targeted to Academia: Revista Latinoamericana de Administración

Oliva, Ismael, Sergio Olavarrieta and Carolina Martínez, "Midiendo la Calidad de Servicio en la Educación Superior de Negocios en Chile", in preparation to be submitted to Estudios de Administración.

Conference Proceedings

Olavarrieta, Sergio (forthcoming 2011), "Dinero, Significado y Motivación: Evidencia de Dos Estudios Experimentales en Chile", enviado a Congreso CLADEA 2011.

Hidalgo, Pedro, Olavarrieta, Sergio, Enrique Manzur y Pablo Farías, (2010) "In-Store Price Knowledge of Hypermarket Shoppers", BALAS Annual Conference Proceedings, Barcelona 2010.

Olavarrieta, Sergio; Roberto Friedmann y Enrique Manzur (2009), "Brand Personality outside the developed world: Evidence from Chile", BALAS Annual Conference Proceedings, Guadalajara, México, April 2009.

Manzur, Enrique, Sergio Olavarrieta, Pedro Hidalgo and Pablo Farías, "Retailers Price Promotion Strategies", BALAS Annual Conference Proceedings, Bogotá, Colombia, April 2008.

Manzur, Enrique, Sergio Olavarrieta and Pedro Hidalgo (2007) "Charitable Behavior and Rationality: Individual Motivation for Contributing to Public Goods", Academy of Marketing Science Annual Conference, forthcoming in *Developments in Marketing Science*.

Manzur, Enrique, Sergio Olavarrieta and Pedro Hidalgo (2005) "Retailers Price Promotion Strategies," (2005), in Proceedings of the Society for Marketing Advances Annual Conference 2005, San Antonio.

Manzur, Enrique, Roberto Friedmann, and Sergio Olavarrieta (2004), "Charitable Behavior and Rationality: Individual Motivations for Contributing to Public Goods," in Proceedings of the Society for Marketing Advances 2004.

Olavarrieta, Sergio, Roberto Friedmann and Enrique Manzur "Brand Personality outside the Developed World: A Combined Emic-Etic Study in Chile", 2004 American Marketing Association Winter Educators' Conference, Scottsdale (Paper presentation)

Olavarrieta, Sergio and Roberto Friedmann (2002), "The Role of Market-Oriented Culture, Knowledge-Related Resources, Reputational Assets on Superior Performance: An Empirical Test," 2002 AMA Summer Educators' Conference, San Diego.

Olavarrieta, Sergio (2001) "What is best: French, English, or Spanish? Examining the Relationship Between Language and Consumer Brand Evaluations," Academy of Marketing Science Annual Conference, San Diego (abstract).

Manzur, Enrique and Sergio Olavarrieta (2000) "Game Theory and Firm Conflict", Southern Marketing Association (Society for Marketing Advances), Orlando, with Enrique Manzur. **Best Paper of the Marketing Strategy Track, and **Outstanding Paper of the Conference**, **Steven J. Shaw Award**, November (abstract).**

Olavarrieta, Sergio and Roberto Friedmann (2000) "Brand Personality Dimensions in Chile: Implications for International Advertising", American Marketing Association International Marketing Educators Conference, Buenos Aires , June-July (abstract).

Manzur, Enrique and Sergio Olavarrieta (2000) "The role of Spokesperson Attractiveness and Advertising Effectiveness", American Marketing Association International Marketing Educators Conference, Buenos Aires , June-July 2000 (Paper presentation)

Olavarrieta, Sergio and Roberto Friedmann (1999), "Market-Oriented Culture, Knowledge-Related Resources, Reputational Assets and Superior Performance: A Conceptual Framework," Academy of Marketing Science Conference, Coral Gables (May 1999). In Developments in Marketing Science (short paper version)

Ellinger, Alex and Sergio Olavarrieta (1998) "Characteristics of an Effective Marketing/Logistics Interface: A Contingency Model," co-authored with Alex Ellinger, Southern Marketing Association Conference, New Orleans (abstract).

Olavarrieta, Sergio and Roberto Friedmann (1997) "A Resource-Based Framework of the Innovation Strategy," Academy of Marketing Science Annual Conference, Coral Gables, May 1997. Published in Developments in Marketing Science, Elizabeth Wilson and Joe Hair, Editors (short paper).

Olavarrieta, Sergio and Roberto Friedmann (1996) "The Role of Market Orientation, Organizational Learning and Firm Strategic Resources on Superior Performance: An Integrative Model," Proceedings of the American Marketing Association Summer Educators' Conference (abstract), San Diego, August.

Olavarrieta, Sergio (1996) "Market Attractiveness, Resource Based and Evolutionary Approaches to Strategy: A Comparison," Academy of Marketing Science Annual Conference, in Developments in Marketing Science, Elizabeth Wilson and Joe Hair, Editors (short paper).

Other International and Latin American Conferences

Olavarrieta, Sergio; Roberto Friedmann and Enrique Manzur "Brand Personality outside the developed world: Evidence from Chile", BALAS Annual Conference, Guadalajara, México, April 2009.

Araya, Luis, Sergio Olavarrieta and Claudio Thieme, "University Strategy Groups in Chile: A Multivariate Approach", SLADE, Latin American Strategic Society Meeting, Santiago, May 2008.

Olavarrieta, Sergio; Eduardo Torres, Vásquez-Parraga, Arturo y Cristobal Barra (2007), "Investigating the Advantages of Derived Brand Extensions versus Full Name Brand Extensions: An Experimental Study", **BALAS Annual Conference**, San Jose, Costa Rica, April 2007.

Olavarrieta, Sergio and Roberto Friedmann (2007), "The Role of Market-Oriented Culture on Knowledge-Related Resources Development and Superior Performance: An Empirical Test in Latin America", **Strategic Management in Latin America Biannual Conference**, Santiago, Chile, January 2007.

Hidalgo, Pedro, Enrique Manzur and Sergio Olavarrieta (2007), "Customer Retention and Price Matching: Analysis of the Chilean Pension System using CLV", **Strategic Management in Latin America Biannual Conference**, Santiago, Chile, January 2007.

Olavarrieta, Sergio, Enrique Manzur and Pedro Hidalgo, (2007), "Operating performance of business groups: Evidence from Chile", **Strategic Management in Latin America Biannual Conference**, Santiago, Chile, January 2007.

Olavarrieta, Sergio, Pedro Hidalgo and Pablo Farías (2006), "Marcas Privadas y la Copia en el Etiquetado a las Marcas Nacionales", **CLADEA 2006 Proceedings** of the Latin American Business Schools Council Annual Meeting, Montpellier, France.

Hidalgo, Pedro, Sergio Olavarrieta, Enrique Manzur and Pablo Farías (2006), "Riesgo Percibido y la Actitud con respecto a las Marcas Privadas", **CLADEA 2006 Proceedings** of the Latin American Business Schools Council, Montpellier, France.

Olavarrieta, Sergio, Enrique Manzur and Pedro Hidalgo (2006), "Por qué la Gente Visita el Mercado Pesa", **CLADEA 2006 Proceedings** of the Latin American Business Schools Council, Montpellier, France.

Olavarrieta, Sergio, Felipe Alarcón, Ingrid Graf and Pablo Furche, (2003), "Cómo Evalúan los Consumidores Chilenos las Extensiones de Marcas: Comparación con la Evidencia Mundial", **CLADEA 2003 Proceedings** of the Latin American Business Schools Council, Lima, Perú.

Olavarrieta, Sergio, Claudia Figueroa, Verónica Vial, Marcel Sánchez, y Víctor Hugo Calderón (2002) "The Role of Emotions in Marketing: A Revision and Measurement in Chile", **ENEFA 2002 Proceedings** of the Chilean Business School Annual Meeting Proceedings, Talca, May 2002.

Poduje, Leonor and Sergio Olavarrieta (2000) "Diversification Strategy: Conceptual and Measurement Issues", **ENEFA 2000 Proceedings** of the Chilean Business School Annual Meeting, Punta Arenas, May (abstract).

Olavarrieta, Sergio, Aracelly Zarate and Alejandra Gutierrez (1999) "Customer Satisfaction in Chile: The Importance of the Confirmation of Expectancies and Desires," **BALAS 1999 Proceedings of the Business Association for Latin-American Studies Conference**, Lin Amine and Joseph Ganitsky (eds), pp. 592-599 (short paper version).

Olavarrieta, Sergio (1999) "Imagen de Marcas: Identificando las Dimensiones de la Personalidad de las Marcas," **ENEFA 1999 Proceedings** of the Chilean Business School Meeting, Algarrobo, May (abstract).

Olavarrieta Sergio (1998) "La Etica en la Empresa: Algunas Perspectivas" (Business Ethics: Some Perspectives), **ENEFA 1998 Proceedings** of the Chilean Business School Meeting, Coquimbo-Chile, Enero 1998 (paper presentation).

Olavarrieta, Sergio (1998) "Testeando un Modelo de Satisfacción al Cliente: Una Aplicación de la Modelación de Ecuaciones Estructurales," **Chilean Marketing Educators Conference**, Santiago, Chile, September 1998, (paper presentation).

Olavarrieta, Sergio, Roberto Friedmann and Pedro Hidalgo (1998) "Market Orientation in a Developing Nation: A Validation Study with Chilean Companies", **CLADEA 1998 Proceedings** of the Latin American Business Schools Council, Santo Domingo, Dominican Republic, October 1998 (summary).

Olavarrieta, Sergio and Roberto Friedmann (1997) "La Búsqueda de Ventajas Competitivas y el Desarrollo Económico: Una Perspectiva Basada en la Firma," **CLADEA 1997 Proceedings** of the Latin American Business Schools Council, Monterrey, Mexico, October 1997 (Summary).

Olavarrieta, Sergio (1997) "The Role of Market Orientation, Organizational Learning and Firm Strategic Resources on Superior Performance: An Empirical Test," **ENEFA 1997 Proceedings** of the Chilean Marketing Educators Conference, Concepcion, Chile, August (paper presentation).

Olavarrieta, Sergio (1996) "Explotando el Patrimonio de la Marca: Un Modelo Conceptual de los Determinantes de las Extensiones de Marca", CLADEA 1996 Proceedings of the Latin American Council of Business Schools Meeting, Santiago, Chile, September 1996 (paper).

Olavarrieta Sergio and Roberto Friedmann (1996) "Más Allá del Atractivo de los Mercados y de los Recursos Distintivos: Un Enfoque Evolucionario/Dinámico de Estrategia", CLADEA 1996 Proceedings of the Latin American Council of Business Schools (CLADEA) Meeting, Santiago, Chile, September 1996 (short paper).

"Relaciones Económicas entre Chile y la CEE: Un Desafío a la Competitividad de la Empresa Chilena," ENEFA 1992 Chilean Business Schools Meeting Proceedings, Jahuel, Chile, January 1992.

Other Published Work

Book Chapters

Olavarrieta, Sergio (2000) "Imagen de Marcas: Identificando las Dimensiones de la Personalidad de las Marcas," (Brand Image and Personality), Book of the Chilean Business School 1999 Annual Meeting. Best Papers Selection, Norma Peralta, editora.

Professional Journals and Publications

Several publications in Professional Journals. A list of the most recent ones includes:

Olavarrieta, Sergio (2009) "La Arquitectura de Marcas" (Brand Architecture), Revista Market UDP.

Manzur, Enrique; Pedro Hidalgo, Sergio Olavarrieta y Pablo Farías (2008), "**Las Distancias Culturales son Estables a través de las Décadas**" (**Cultural distances are stable over decades**), Trend Management Edición Especial Management in Chile, Vol. 10, No. 4 (Mayo), 182-189 (**First Prize Management in Chile Awards**)

Olavarrieta, Sergio, Tatiana Tapia y Félix Lizama (2007) "**Channel Blurring (Canales Difusos) en Chile desde la perspectiva de los Consumidores: Implicancias para el Marketing**" (Channel blurring in Chile from the consumers' side: Implications for Marketing), Trend Management Edición Especial Management in Chile, Mayo 2007, 114-119 (**Second Prize Management in Chile Awards**)

Olavarrieta, Sergio (forthcoming) "Extender o no Extender la Marca: Resolviendo el Dilema" (Extend or not to Extend the Brand:Solving the Dilemma), Revista Economía y Administración.

Olavarrieta, Sergio and Enrique Manzur (2004) "Buenas y Malas Noticias para Chile: Informe de Competitividad Mundial 2004" (Good and Bad News for Chile: World Competitiveness Report 2004), Revista Economía y administración, May/June, 147, 19-25.

Awards and Honors

Best Professor, Master in Marketing, Universidad de Chile 2008. This is the first Edition of the program

High Class Latin American Professor (Selección de Maestros con Clase 2008), América Economía Magazine, Agosto 2008. The Latin American specialized Magazine America Economía published a selection of Six top productive professors/researchers of Latin American Business Schools, according to papers published in indexed journals and citations.

First Prize Management Made in Chile Awards 2008, given by the Chilean specialized Business magazine Trend Management for the paper "Las Distancias Culturales son Estables a través de las Décadas", con Pedro Hidalgo, Enrique Manzur y Pablo Farías. More than 30 papers of the best business schools in Chile participate each year.

Best MarketingTrack Paper, CLADEA Latin American Business Conference 2006 Meeting, Hidalgo, Pedro, Sergio Olavarrieta, Enrique Manzur, and Pablo Farías (2006) "Perceived Risk and Attitudes toward Private Labels".

Steven J. Shaw Award Best Conference Paper, Society for Marketing Advances Annual Conference 2000, Manzur, Enrique and Sergio Olavarrieta "Game Theory and Firm Conflict", Orlando, November.

Best Marketing Strategy Track Paper Society for Marketing Advances Annual Conference 2000, Manzur, Enrique and Sergio Olavarrieta "Game Theory and Firm Conflict", November Orlando,.

Outstanding Paper of the Volume Award – IJPDLM 1997, "The Resource-Based Theory of the Firm and its Role for Strategic Logistics", Vol. 27, No. 9, 559-587.

Comer Fellowship, Terry College of Business, The University of Georgia, 1994.

National Chilean Presidential Graduate Fellowship, 1994. to pursue doctoral program overseas. As part of the regulations of this scholarship, the fellow needs to return to Chile after graduation and work for double the time of studies (8 years, which I fulfilled in 2005).

Academic Excellence Award, Best Business School Graduate of the class of 1991, University of Chile, 1992

Merit Scholarship, top incoming business undergraduate student, University of Chile, 1987.

Academic Service Activities

Editorial Appointments and Referee Service

Associate Editor (2010-present), ACADEMIA Revista Latinoamericana de Administración, **ISI & Scielo indexed journal**, edited by CLADEA- Universidad de Los Andes- Colombia.

Editorial Committee Member, Revista Panorama Socioeconómico, Universidad de Talca, (2010-present).

Editorial Committee Member, Executive Editorial Board Member, Founder (2009-present). Revista Latinoamericana de Estrategia (oficial Journal of SLADE, Sociedad Latinoamericana de Estrategia SLADE, published in association with Universidad de las Américas de Puebla and Univ. del Pacífico de Perú).

Editorial Committee Member, Revista Estudios de Administración (2009-present).

Editorial Scientific Committee Member Revista Ibero-Americana de Estrategia, (2009-present).

Editorial Committee Member, Associate Editor, (2007-present). Multidisciplinary Business Review, Journal of the Chilean Management Schools Association,

Associate Editor for Southern South America (2007-present), Revista INNOVAR, ISI & Scielo indexed journal of the Universidad Nacional de Colombia.

Editor Revista Economía y Administración (Business and Economics Journal), December 1999-2006, a general business journal for Chilean Business Executives, published by the School of Economics and Business of the University of Chile

Special Issue Editor, ACADEMIA Latin American Business Journal (2002, 2008).

International Editorial Committee Member Revista ACADEMIA (Latin American Business Journal), (2001-present).

International Editorial Committee Member Revista Forum Empresarial (Business Forum Journal), University of Puerto Rico (1999-present).

Academic Editor "Perspectives on Strategic Management", a series published by El Diario a Chilean Business Paper, Financial Times and The University of Chile Business School (January – June 2000)

Referee of the following academic journals:

- **Journal of Advertising**
- **Journal of the Academy of Marketing Science**
- **Journal of Business Research**
- **Journal of International Marketing**
- ACADEMIA Latin American Business Journal (Special Issue Editor)
- FORUM Empresarial (UPR)
- Cuadernos de Administración
- Estudios de Administración (Business Studies)
- ABANTE Business Journal

- Multidisciplinary Business Review
- Revista Latinoamericana de Estrategia

Referee for Research Grants, Scientific Funds, and Other Universities

- FONDECYT projects (Fund for the development of science and technology in Chile), 1998-present
- Research projects and Books, Universidad Diego Portales, Pontificia Universidad Católica de Chile, Universidad Santo Tomás
- External Assessment for new Graduate Business Programs, P. Universidad Católica de Chile, 2004

Conference Service

Marketing Track Co-Chair, CLADEA Conference 2011, San Juan Puerto Rico.

Consumer Behavior Co-Chair, BALAS Annual Conference 2011, Santiago, Chile.

Emerald Latin American Research Competition 2010, Annual CLADEA Assembly, Member of the Jury , appointed by CLADEA and Emerald.

ENEFA 2010 Conference Co-Chair and Track Chair: Santiago, November 2010.

Track Chair, CLADEA Meeting 2009, Guayaquil, Ecuador, (November).

Conference Co-Chair, Latin American Strategy Congress (SLADE 2008) , Santiago Mayo 2008.

Chair and Discussant, Doctoral Consortium, BALAS 2006, Business Association for Latin American Studies, Lima 2006.

Conference Co-Chair, CLADEA 2005, Annual Assembly of Latin American Business Schools, Santiago Chile. I was in Charge of the Academic and Logistic Organization of the Meeting held in Santiago, at The University of Chile in October, 2005.

Discussant and Co-Organizer, Iberoamerican Doctoral Consortium, CLADEA 2006, Montpellier, France (forthcoming) and CLADEA 2005, Santiago Chile.

Reviewer and Discussant, Doctoral Consortium, CLADEA, Latin American Association of Business Schools, Lima 2003, Puerto Plata 2004.

Conference Chair, Meeting of Chilean Marketing Association 2002, January 2003, Santiago Chile. I was in Charge of the Academic and Organization Committee of the Meeting held in Santiago, at The University of Chile in January, 2003.

Discussant and reviewer, Academy of Marketing Science, AMS Annual Conference , San Diego, 2001.

Discussant and reviewer, American Marketing Association AMA International Educator's Conference, Buenos Aires, Argentina 2000.

Discussant and reviewer, Marketing Strategy Session on Innovation Strategy, Academy of Marketing Science Annual Conference, Coral Gables, May 1997.

Reviewer, BALAS Annual Conference 1999, 2000

Professional Conference Presentations and Guest Speaker

2009, "La Crisis Financiera y su Impacto en Chile", Fosis.

2006, "Conozca a su Consumidor y Aumente la Rentabilidad de la Empresa", Conferencias Regionales El Diario Financiero, La Serena Club Resort, La Serena.

2006, "Los Nuevos Consumidores Chilenos", V Seminario de Marketing y Estrategia, Universidad Santo Tomás.

2005, "Nuevos Canales para Nuevos Chilenos", Congreso de Marketing ICARE, Casa Piedra Santiago, presentación plenaria.

2004, "Liderazgo en un Mundo Cambiante", Seminario Liderazgo Escuela Militar, Santiago, Chile.

2004, "Liderazgo Juvenil en Chile", Congreso Internacional Ruta Quetzal BBVA, P. Universidad Católica, Santiago, Chile.

2003 c/Enrique Manzur "En Busca de una Estrategia País", charla para el Centro Nacional de la Productividad y la Calidad", CNPC; Santiago Chile..

2002, "Gobierno Corporativo y Ventaja Competitiva", Universidad Arturo Prat Seminario Asociación de Egresados Facultad de Administración, Iquique, Chile.

2002, "Marca Chile: Una perspectiva estratégica", Primer Seminario Internacional de Marketing Turístico, Casa Piedra, Santiago, Chile.

2002, "Cómo Enfrentar el TLC: Una perspectiva Estratégica", Congreso sobre TLC Chile EEUU, AMCHAM Chile, Santiago.

Academic Executive Appointments

Associate Dean Graduate School of Economics and Business Universidad de Chile, June 2010- present. In charge of AACSB Accreditation team.

Dean, School of Economics and Business, Universidad Diego Portales November 2006-present. Major achievements: For the first time in 25 years, the School was ranked among the top 50 Latin American business schools (No.34) according to America Economía Magazine and was ranked 5th in Management in Latin America; large and significant increase in undergraduate PSU (SAT) scores of incoming students. The school has grown 30% and has increased selectivity by recruiting among the top 15% of Chilean high-school graduates (2009), (compared to the top 35% in 2006); launch of a new undergraduate program in Management Control, launch of a double degree MBA program with U. Pompeu Fabra, launch of 4 new MSc. Programs in Business (Marketing, Finance, Business Economics, Management); redesign of the undergraduate curriculum implementing common basic courses among Business and Accounting majors, new emphasis on skills, introducing mandatory English, technology and management skills courses. Also the School of Business have strengthen its research output, having being ranked as one of top 20 in Latin America and on of the top 10 with "better future" according to its faculty renewal and hiring policy.

Assistant Dean Undergraduate Programs, School of Economics and Business Universidad de Chile, 2002-June 2006. Major undertakings: Major Curriculum Change, Implementation of professional practices system, Implementation of the New English Track and testing procedures, Redesign and Implementation of the New Academic Information and Student Record Systems, Implementation of a Shared Code System for Accounting and Commercial Engineering, Design of a the New Marketing Strategy for the Undergraduate Programs. As a result of these different initiatives, major PSU scores increases were reached in both undergraduate programs (Business and Economics, and Accounting).

Director of Marketing and Corporate Affairs, School of Economics and Business, Universidad de Chile 2005-June 2006, Major Projects: Name and Corporate Image Change, Brand Identity Elements Design, Web site redesign, New Image Campaign, New Building Celebration with more than 700 guests of the corporate world, government and university system.

Marketing and Corporate Affairs Advisory Committee Member, School of Economics and Business, 2002- June 2005.

Project Director New Institutional Building, School of Economics and Business, University of Chile, 2002-2006. I was in charge of the Design and Construction Team at first, and then I was in charge of the whole project supervising Financial, Design and Construction Aspects of the Project. I reported directly to the Dean and I worked closely with the Vice President of Finance and Institutional Development of the University. I had responsibilities to manage the relation with the Architecture Firm, the Building Companies Involved, the Bank and Leasing Companies, and the Technology Team. I also worked with the Dean in the development of the fund raising strategy.

Student Affairs Director, School of Economics and Business, University of Chile, 1992.

Other University Appointments

Research Director for Chile and Partner Institute Representative for the elaboration of the World Competitiveness Yearbook – IMD (Institute for Management Development) Switzerland (1998-2007)

Master of Marketing Curriculum Committee Member, Graduate School of Business, University of Chile, 2005-2006.

Academic Director, Executive MBA-Antofagasta Program, Graduate School of Business, University of Chile (March 1999- 2002). In charge of launch of the first regional MBA offered by the University of Chile. Right now this program is ranked first in the Nation among regional MBAs.

Academic Director, Diploma en Gestión de Empresas (General Business Diploma), Executive Education Program, School of Business, University of Chile (1998-2001)

Academic Council Member, School of Economics and Business, 2001-June 2006. First I was elected by peers (2001-2002) and then I participated in my role of Assistant Dean for Undergraduate Programs.

Undergraduate Curriculum Committee, School of Economics and Business, University of Chile, 1998-2001. We designed the basis of the new undergraduate Curriculum.

Academic Committee Member, Graduate School of Business, University of Chile, March 1998- 2002)

Professional Service and Memberships

CLADEA (Council of Latin American Business Schools), Strategic Planning and transformation Task Force, elected by the assembly of members (2008-)

ASFAE (Chilean association of Business Schools), President, (2008-)

SLADE (Latin American Strategy Society), Regional Director for Chile

ICARE (Chilean Association of Business – Professional Organization), Member of the Marketing Professional Circle, 2004-present.

Marketing Hall of Fame, Chile

- President of the Selection Committee, 2006
- Member of the Selection Committee, 2003-2006

EFFIE Awards Chile, Member of the Selection Committee, 2005-2007

Big Direct Marketing Awards Chile, Member of the Selection Committee, Chile 2003-2005

Chilean Marketing Academic Association (1997- present), Member of the Academic Committee

Member of the following International Academic and Professional Associations:

- American Marketing Association
- Society for Marketing Advances
- Academy of Marketing Science
- Balas
- CLADEA

Consulting and Advisory Experience

Advisory Committees

- Member of the expert Advisory Committee, National Institute of Statistics, (2007-)
- Member of the Advisory Committee Higher Education Development Fund Program, Chilean Department of Education, Higher Education Division, MECESUP 1 2001-2003.
- Member of the Advisory Committee Higher Education Development Fund Program, Chilean Department of Education, Higher Education Division, MECESUP 2, 2006-present.

Company Consulting Projects

- CORFO (Chilean Investment Promotion Corporation), Country Image Project Assessment (2009)
- Pro Chile, Country Image Department, Country Branding and Promotion, (2008)
- Strategy Formulation Workshop, Banco Ripley, Retail Banking Industry, (2006)
- Strategy Formulation Workshop, Banco Ripley, Retail Banking Industry, (2005)
- Company Branding Strategy, Rodenstock Chile, Optical Glass Industry, (2005)
- Marketing Strategic Dynamics Workshop, AMBEV-Cervecería Chile, Beverages Industry (2005)

- Corporate Strategy Planning, Vice Presidency of Processing, Minera ESCONDIDA, Mining (2004)
- Strategy Formulation Project, Polla Chilena de Beneficencia (National Lottery), Gaming Industry (2002).
- Vision Implementation Project, Roche Chile Laboratories, Pharmaceutical Industry (2002).
- Strategy Formulation Project, Gasco Santiago, Utilities Industry (2002).
- Marketing Development Seminar, Telefónica de Chile, Telecommunications (2000)
- Strategy Formulation Project, Polla Chilena de Beneficencia, Gaming Industry (2000).
- Strategy Formulation Project, Novartis – Chile (Syngenta), Agrochemicals (2000)
- Marketing Development Seminar, Quilmes Brewing Group (Quinsa), Paraguay, Beverages (2000).
- Strategy and Structure Reformulation, Habitacoop Chile, Real Estate (1993)
- INDAP (Chilean Agricultural Development Institute), Goat Cheese Marketing Program, 1993