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Maria-Eugenia Ruiz-Molina is Assistant Professor in the Marketing Department of University of Valencia, where she earned her PhD in Business Administration and Management. She has been also lecturer at several universities – Universitat Jaume I in Castellón, Polytechnical University of Valencia, University at Albany and the virtual university of Catalonia (Universitat Oberta de Catalunya).

Together with Professor Manuel Cuadrado, she has been teaching in several Marketing courses in English language. In these courses a multidisciplinary and bilingual project has been developed in collaboration with the London School of Economics. Her current research interests are the effects of the use of technology in language and marketing teaching-learning process, as well as consumer behavior.