

## PRESENTATION



Jon Charterina, Ph.D. (ORCID No. 0000-0002-7028-7268) is currently a professor of Marketing and Market Research at the University of the Basque Country - UPV/EHU. He obtained the title of Doctor, and previously the Degree in Economic and Business Sciences – Mention in Business. He is also a Specialist in Finance at the same university, and holds a degree as a University Expert in Multivariate Data Analysis, from the *Universidad Nacional de Educación a Distancia* (UNED).

He is a professor of the Business Management, Knowledge and Innovation Program (*Programa Dirección Empresarial, Conocimiento e Innovación*) at the UPV/EHU and a member of its Doctoral Committee. He has been a collaborating professor of the PhD program of the Faculty of Accounting and Administration, of the National Autonomous University of Mexico (UNAM).

He currently teaches (fully in English language) *Marketing Research: an Introduction and Marketing of Services and Other Intangibles*, both at undergraduate level. Also, he teaches as a collaborating professor in the University Studies Abroad Consortium (USAC) program, by the University of Nevada (in Reno-NV, USA). At post-graduate program, he is a professor specialized in Multivariate Analysis Techniques, and in Distribution and Sales.

He has focused his lines of research into Business-to-Business (B2B) relationships, and the management of joint innovation between companies in the supply chain or distribution channels. He has also done research on issues related to city marketing and retailing. Some of his most recent research has been published in academic journals, such as: *Industrial Marketing Management*, *Journal of Business & Industrial Marketing*, *European Journal of Innovation Management* or *Journal of Business Research*.

## CONTACT

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Departamento: Economía Financiera II.

Centro: Facultad de Economía y Empresa

## TEACHING AT DEGREE-LEVEL PROGRAMS

Recent Academic Terms at Faculty Programs (Grade-level in English):

*Marketing Research: An Introduction* (2019-20, 2020-21, 2021-22, 2022-23, 2023-24)

*Marketing of Services and Other Intangibles* (2019-20, 2020-21, 2021-22)

*Applications of Marketing Research* (2019-20, 2020-21)

Recent Academic Terms at USAC- UPV/EHU Programs (Grade-level in English)  
*Principles of Marketing* (2018-19, 2020-21, 2021-22, 2022-23, 2023-24)  
*International Marketing* (2018-19, 2020-21, 2021-22, 2022-23)

## **TEACHING AT POST-GRADUATE PROGRAMS** (in Spanish)

*Master en Dirección Empresarial desde la Innovación y la Internacionalización*  
*Modelos y Técnicas de Análisis Multivariante para la Investigación en el Ámbito*  
*Empresarial.*

*La distribución: análisis teórico y fórmulas actuales y futuras en los canales de*  
*comercialización*

*Docente colaborador en otros programas de máster:*

*Master Propio en Marketing y Dirección Comercial*

*Máster Propio en Emprendimiento y Dirección de Empresas*

*Máster Propio de Internacionalización en el Ámbito Empresarial*

## **RELEVANT PUBLICATIONS**

Mora Cortez, R., Cabanelas, P., & Charterina, J. (2023). Online reverse auctions research in marketing versus SCM: A review and future directions. *Industrial Marketing Management*, 115, 439-454. <https://doi.org/10.1016/J.INDMARMAN.2023.10.011>

Cabanelas, P., Mora Cortez, R., & Charterina, J. (2023). The buying center concept as a milestone in industrial marketing: Review and research agenda. *Industrial Marketing Management*, 108, 65-78. <https://doi.org/10.1016/J.INDMARMAN.2022.10.026>

Charterina Abando, J., & Zamanillo Elguezabal, I. (2021). Intellectual Property in Waste Management: A Reference to Address a Future Challenge. *Revista DYNA*, 96(4), 388-394. <https://doi.org/10.6036/10105>

Charterina, Jon, Pando-Garcia, Julián and Periañez-Cañadillas, Iñaki (2019), “Attitudes do matter”: generic competences in the selection of Business graduates”, *Higher Education, Skills and Work-Based Learning*, Vol. 10 No. 1, pp. 239-254. <https://doi.org/10.1108/HESWBL-04-2019-0057>

Periañez-Cañadillas, Iñaki, Charterina, Jon and Pando-García, Julián (2019), “Assessing the relevance of digital competences on business graduates’ suitability for a job”, *Industrial and Commercial Training*, Vol. 51 No. 3, pp. 139-151. <https://doi.org/10.1108/ICT-09-2018-0076>

Basterretxea, Imanol, Charterina, Jon and Landeta, Jon (2019), “Coopetition and innovation. Lessons from worker cooperatives in the Spanish machine tool industry”, *Journal of Business & Industrial Marketing*, Vol. 34 No. 6, pp. 1223-1235. <https://doi.org/10.1108/JBIM-01-2018-0015>

Charterina, Jon and Araujo, Andrés (2019), “Value and barriers in the creation of intellectual property in advanced manufacturing: a country comparison”, *Journal of Business & Industrial Marketing*, Vol. 34 No. 3, pp. 651-663. <https://doi.org/10.1108/JBIM-07-2018-0207>

Charterina, Jon, Landeta, Jon and Basterretxea, Imanol (2018), “Mediation effects of trust and contracts on knowledge-sharing and product innovation: Evidence from the European machine tool industry”, *European Journal of Innovation Management*, Vol. 21 No. 2, pp. 274-293. <https://doi.org/10.1108/EJIM-03-2017-0030>

Charterina, Jon, Basterretxea, Imanol and Landeta, Jon (2017), “Collaborative relationships with customers: generation and protection of innovations”, *Journal of Business & Industrial Marketing*, Vol. 32 No. 5, pp. 733-741. <https://doi.org/10.1108/JBIM-02-2017-0052>

Charterina, Jon, Basterretxea, Imanol and Landeta, Jon (2016), “Types of embedded ties in buyer-supplier relationships and their combined effects on innovation performance”, *Journal of Business & Industrial Marketing*, Vol. 31 No. 2, pp. 152-163. <https://doi.org/10.1108/JBIM-04-2014-0071>

Pando-García, Julián, Periañez-Cañadillas, Iñaki and Charterina, Jon (2016), “Business simulation games with and without supervision: An analysis based on the TAM model”, *Journal of Business Research*, Vol.69, No.5, pp.1731-1736. <http://dx.doi.org/10.1016/j.jbusres.2015.10.046>

Charterina, Jon and Aparicio-de Castro, M<sup>a</sup> Gloria (2015), “A comparison of antecedents of satisfaction in city break travelling”, *Revista Española de Marketing ESIC*, Vol. 19, No. 2, pp. 71-82. <https://doi.org/10.1016/j.reimke.2015.04.002>

Aparicio-de Castro, M<sup>a</sup> Gloria and Charterina, Jon (2014), “The integration of culture and commerce for sustainable urban regeneration in the neighbourhoods of Bilbao La Vieja, San Francisco and Zabala (Bilbao)”, *Journal of Urban Regeneration & Renewal*, Vol. 8, No. 1, pp. 52-65  
<https://www.ingentaconnect.com/content/hsp/jurr/2014/00000008/00000001/art00007?trendmd-shared=1>

Charterina, J. and Landeta, J. (2010), “The pool effect of dyad-based capabilities on seller firms' innovativeness”, *European Journal of Innovation Management*, Vol. 13 No. 2, pp. 172-196. <https://doi.org/10.1108/14601061011040249>

Barrutia, José M. Charterina, Jon and Gilsanz, Ainhize (2009) “E-service quality: an internal, multichannel and pure service perspective”, *The Service Industries Journal*, Vol. 29, No.12, pp. 1707-1721, <https://doi.org/10.1080/02642060902793508>

Barrutia, José M., Charterina, Jon & Gilsanz, Ainhize (2009), “Salesperson empowerment in Spanish banks: A performance-driven view”, *Journal of Financial Services Marketing*, Vol. 14, No.1, pp. 40–55 <https://doi.org/10.1057/fsm.2009.6>

Charterina-Abando, Jon, Albizu-Gallastegi, Eneka and Landeta-Rodriguez, Jon (2007), “The Quality of Management in Basque Companies: Differences Existing Between Cooperative and Non-Cooperative Companies”, [Novkovic, S.](#) and [Sena, V.](#) (Ed.) *Cooperative Firms in Global Markets (Advances in the Economic Analysis of Participatory & Labor-Managed Firms, Vol. 10)*, Emerald Group Publishing Limited, Bingley, pp. 109-150. [https://doi.org/10.1016/S0885-3339\(06\)10005-8](https://doi.org/10.1016/S0885-3339(06)10005-8)

Barrutia José M and Charterina Jon (2006), “Measuring the Impact of Informational Democracy on Consumer Power: A New Application for an Old Tool”, *International Journal of Market Research*, Vol 48, No.3, pp.351-373. <https://doi.org/10.1177/147078530604800307>

## RECENT RESEARCH PROJECTS

Project title: Dirección de innovación y personas.  
Project code: IT1735-22  
Financing institution: Gobierno Vasco  
Participant entities:  
Lasting, from: 01/01/2022 to: 31/12/2025  
Grant: 91.669,00 €  
Responsible researcher(s): FERNÁNDEZ FERRÍN, PILAR

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Project title: Dirección de innovación y personas.  
Project code: IT1099-16  
Financing institution: Gobierno Vasco  
Participant entities:  
Lasting, from: 01/01/2016 to: 31/12/2021  
Grant: 27.000,00 €  
Responsible researcher(s): FERNÁNDEZ FERRÍN, PILAR

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Project title: Dirección de innovación y personas  
Project code: GIU15/08  
Financing institution: UPV/EHU  
Participant entities:  
Lasting, from: 01/12/2015 to: 30/11/2018  
Grant: 22.595,00 €  
Responsible researcher(s): LANDETA RODRIGUEZ, JON

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Project title: Consolidación de los grupos de nanobiomecánica, teoría, nanomateriales y nanoimagen del cic nanogune y desarrollo de actividades de investigación y desarrollo tecnológico en el ámbito de la corrosión y la incrustación

Project code: IE14-393

Financing institution: Gobierno Vasco

Participant entities:

Lasting, from: 01/01/2014 to: 31/12/2015

Grant: 7.930,00 €

Responsible researcher(s): BARRUTIA GUENAGA, JON

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Project title: PROGRAMA PARA LA INVESTIGACIÓN DEL COMERCIO, LOS SERVICIOS AL CONSUMO Y EL TURISMO EN LAS CIUDADES

Project code: PES12/22

Financing institution:

Participant entities:

Lasting, from: 01/09/2012 to: 30/08/2016

Grant: 9.585,98 €

Responsible researcher(s): CHARTERINA ABANDO, JON

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Project title: RECURSOS Y CAPACIDADES COMPARTIDOS ENTRE PRODUCTORES Y CLIENTES DE MAQUINARIA

Project code: PES12/23

Financing institution:

Participant entities:

Lasting, from: 01/09/2012 to: 30/08/2016

Grant: 17.586,23 €

Responsible researcher(s): CHARTERINA ABANDO, JON

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Project title: DIRECCION DE PERSONAS E INNOVACION

Project code: GIU12/59

Financing institution:

Participant entities:

Lasting, from: 22/11/2012 to: 31/12/2015

Grant: 31.497,00 €

Responsible researcher(s): LANDETA RODRIGUEZ, JON

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Project title: DIRECCION EMPRESARIAL Y GOBERNANZA TERRITORIAL Y SOCIAL

Project code: UFI11/51

Financing institution:

Participant entities:

Lasting, from: 01/11/2011 to: 31/12/2015

Grant: 113.796,38 €

Responsible researcher(s): BARRUTIA LEGARRETA, JOSE MARIA

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Project title: GRUPO:Conocimiento, Organización, innovación (COI)

Project code: IT383-10

Financing institution:

Participant entities:

Lasting, from: 01/01/2010 to: 31/12/2012

Grant: 46.300,00 €

Responsible researcher(s): OLAZARAN RODRIGUEZ, MIKEL

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Project title: OPENBASQUE-Hacia un Modelo de Innovación abierta basado en la Co-creación

Project code:

Financing institution: Gobierno Vasco

Participant entities:

Lasting, from: 01/01/2010 to: 31/12/2012

Grant:

Responsible researcher(s): RODRIGUEZ CASTELLANOS, ARTURO

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Project title: PRODUCCION CIENTIFICA EN NANOCIENCIAS: OFERTA, TRANSFERENCIA Y APLICACION A LA INDUSTRIA EN EL AMBITO DE LA CAPV COMO FACTOR DE ALTA COMPETITIVIDAD

Project code: SA-2010/00048

Financing institution:

Participant entities:

Lasting, from: 01/01/2010 to: 31/12/2011

Grant: 31.335,29 €

Responsible researcher(s): BARRUTIA GUENAGA, JON

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Project title: COLABORACIÓN ENTRE PROVEEDORES Y CLIENTES Y HABILIDAD INNOVADORA COMPARATIVA ENTRE INNOVACIONES EN PRODUCTOS E INNOVACIONES EN PROCESOS

Project code: SA-2010/00130

Financing institution:

Participant entities:

Lasting, from: 01/01/2010 to: 31/12/2011

Grant: 24.773,58 €

Responsible researcher(s): CHARTERINA ABANDO, JON

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Project title: Hacia un modelo de innovación abierto basado en la Co-creación

Project code: IE10-282

Financing institution:

Participant entities:

Lasting, from: 01/01/2010 to: 30/03/2013

Grant: 100.322,00 €

Responsible researcher(s): RODRIGUEZ CASTELLANOS, ARTURO

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Project title: Producción científica en nanociencias: Oferta, transferencia y aplicación a la industria en el ámbito de la CAPV como factor de alta competitividad

Project code:

Financing institution: SPRI Gobierno Vasco

Participant entities:

Lasting, from: 01/07/2010 to: 31/12/2011

Grant: 103.354,00 €

Responsible researcher(s): BARRUTIA GUENAGA, JON

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Project title: Programa de investigación estratégica en comercio.

Project code: IE09-258

Financing institution:

Participant entities:

Lasting, from: 01/01/2009 to: 31/12/2011

Grant: 193.233,00 €

Responsible researcher(s): CHARTERINA ABANDO, JON

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## **OTHER INFORMATION ABOUT JON**

From September 2013 to July 2014 he obtained the *Basque Visiting Scholar award* a collaboration scholarship backed by the Basque Government, at the University of Cambridge (Cambridge, United Kingdom). He also visited this institution during the months of August 2015, 2016, 2017 and 2018.

He chaired the Organizing Committee of the 2016 CBIM Academic Workshop (Bilbao-Spain, June 29, 30 and July 1)

Between 2009 and 2013 he was Academic Secretary of the Department of Financial Economics II.

Between February and May 2008 he was a guest researcher at the University of Dortmund (Germany)

He was Secretary of the Institute of Applied Business Economics (*Enpresa Institutua – Instituto de Economía Aplicada a la Empresa*)

He has co-directed numerous Master's projects, and so far two Doctoral Theses.