

PRESS RELEASE

EADA expands its teaching faculty with a focus on sustainability

- ***Six international professors join the teaching faculty for the new academic year***

Barcelona, 2nd October 2023. The addition of six new members to the teaching faculty at EADA Business School for the current academic year aims to strengthen the area of sustainability, one of EADA's three strategic pillars alongside leadership and innovation, which form the basis of all training and research at the school. EADA made a firm commitment to sustainability in 2017 when it pioneered the first Master in Sustainable Business and Innovation in Spain and Europe. The new faculty members all come from international backgrounds.

Verónica Devenin is a sociologist, and holds a PhD in Environmental Sciences and Technologies from the University of Barcelona (UB). As a professor in the Department of Strategy, Leadership and People at EADA, Verónica continues her research on sustainable businesses, which also includes the consumer perspective, specifically consumer motivation for choosing sustainable companies and major shifts in consumption patterns.

Nuno José Lopes, holds a PhD in Business Administration from the University of Navarra and an MBA from ESADE. He focuses his research and area of expertise on consumer behaviour.

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Melissa Demartini holds a PhD in Industrial Engineering from the University of Genoa (Italy). She has developed a multidisciplinary academic career in engineering and social sciences, specialising in the management and creation of a sustainable model for supply chain. She has taught Operations Management at Imperial College Business School, London as part of its Global MBA programme since 2018.

Manissa Gunadi is an assistant professor in the Department of Marketing and Operations at EADA. Her prior education includes a PhD in Marketing and a BSc in Economics from the Erasmus University in Rotterdam (The Netherlands). She was also a visiting graduate researcher at the Anderson School of Management, University of California, Los Angeles (USA). Her research is mainly focused on how different forms of information influence consumer judgements, decision-making, and behaviour.

Joan Segura holds a PhD in Industrial Technologies and Applied Mathematics from UNED and a BSc in Mathematics from the University of Barcelona (UB). He was awarded an International Mention from the University of Osnabrück in Germany and an Extraordinary Doctorate Prize. His research focuses on the fields of differential equations, and their applications to different fields such as economics or biology.

Yan Bai holds a PhD in Management from IESE (University of Navarra) and comes to EADA from the Esade Center for Social Impact. Her faculty teaching will focus on subjects related to sustainability and social responsibility. She has taught at the Católica Lisbon School of Business & Economics, Toulouse Business School and the Rotterdam School of Management.

EADA Business School Barcelona was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. In addition to appearing in the international rankings of the Financial Times and The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and AMBA, which recognises the quality of MBA programmes.

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