

José Miguel Ospina Silva

Associate Professor

Marketing Area

Joined the School in 1990

Academic Background

1996 - 2006	Ph.D. in Management, Major in Marketing. A.B. Freeman School of Business, Tulane University. New Orleans, LA, United States.
1996 - 1998	M.A. in Management, Tulane University. A.B. Freeman School of Business, Tulane University. New Orleans, LA, United States.
1985 - 1986	MBA. Universidad de los Andes. Bogotá, Colombia.
1978 - 1983	B.Sc. in Computer Systems Engineering. Universidad de los Andes. Bogotá, Colombia.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Graduate

Marketing Management
Multivariate Models in Marketing
Statistics and Probability
Segmentation and Positioning

Undergraduate

Graduation Project: Marketing
Marketing Research

Academic Activities

2015 - to date	Associate Dean for Academic Affairs. UASM. Bogotá, Colombia.
2011 - to date	Associate Professor, UASM. Bogotá, Colombia.
1987 - 2011	Assistant Professor, UASM. Bogotá, Colombia.
2013 - 2015	Marketing Area Director, UASM. Bogotá, Colombia.
2013 - 2015	Teaching Committee Director, UASM. Bogotá, Colombia.
2000 - 2002	Director MBA, UASM. Bogotá, Colombia.
1998 - 2002	Marketing Area Director, UASM. Bogotá, Colombia.
1994 - 1996	Quantitative and Information Systems Area Director, UASM. Bogotá, Colombia.
1987 - 1988	Information Systems Area Coordinator, Universidad Externado de Colombia, Bogotá, Colombia.
1987 to date	Faculty member, UASM. Bogotá, Colombia.

Other Professional Activities

CONSULTANCIES

- 2008 With González, Gustavo. Pardo, Oscar. Orozco, Luz Elena. Vargas, Carlos Andrés. Sab Miller Latin America, Ethical Assessment of Suppliers and Employees, Bogotá, Colombia.
- 1999 - 2000 Consultancy, Análisis de los sistemas de amortización de los créditos de vivienda, (Amortization System Analysis of the Housing Credit), Bankers Superintendence. Bogotá, Colombia.

Other Professional Experience

- 1988 - 1990 Director Information Systems Division, Instituto de Desarrollo Urbano (IDU), Bogotá, Colombia.
- 1986 - 1987 Advisor in implementation of computer systems, Unión de Arroceros S.A. (Rice Growers Association), Ibagué, Colombia.
- 1984 Computer Systems Engineer, Barnes de Colombia S.A., Bogotá, Colombia.
- 1983 - 1984 Computer Systems Engineer, Camco Colombiana Ltda., Bogotá, Colombia.
- 1982 - 1983 Partner - Computer System Engineer, Information Systems Development, Sistemas Comerciales Ltda., Bogotá, Colombia.

Research

ARTICLES IN ACADEMIC JOURNALS

- 2014 Kevin Lernet, Brian D. Till, José Miguel Ospina Silva. Advertising Creativity: The Role of Divergence versus Meaningfulness. *Journal of Advertising*. ISSN 0091-3367, United States.
- 2014 Roberto Esguerra, Jaime Toro, José Miguel Ospina Silva, Alexandra Porras, Camilo Díaz, Saul Reyes. The transition to a teaching hospital: Patient satisfaction before and after the introduction of medical students. *Medical Teacher*. ISSN 0142-159X, United Kingdom.
- 2013 José Miguel Ospina Silva, Gabriel Pérez Cifuentes. A Measure of Market Orientation: Development and Validation in a Different Cultural Context. *Innovar*. ISSN 0121-5051, Bogotá, Colombia.
- 2013 Pedro Raventos, José Miguel Ospina Silva. Strategic Management in Latin America: Introduction to a special section. *Journal of Business Research*. ISSN 0148-2963, New York, NY, United States.

BOOKS

- 2014 José Miguel Ospina S., Luis Fernando Molina Londoño, Gabriel Pérez Cifuentes, Carlos Dávila Ladrón de Guevara. *Historia de la Investigación de Mercados en Colombia - Trayectoria Empresarial de Napoleón Franco*. Ediciones Uniandes, Colombia. 2014. pp.503. ISBN 978-958-695-990-2
- 2009 José Miguel Ospina S., Carlos Andrés Trujillo, Andrés Barrios, Paula Durán, Catalina Estrada, Ana Alejandra Jimenez. *Estrategias de Publicidad Efectivas – Casos ganadores de los premios Effie 2006*. Ediciones Uniandes, Colombia. 2009. pp.136. ISBN: 978-958-695-413-6
- 2008 Carlos Dávila L., Luis Fernando Molina L., José Miguel Ospina S., Gabriel Pérez C. *Una Mirada a la Historia del Mercadeo en Colombia – Testimonio de Enrique Luque Carulla 1930-2006*. Ediciones Uniandes, Colombia. 2008. pp.270. ISBN: 978-958-695-334-4

- 2008 José Miguel Ospina. Web-Customer Satisfaction: The Expectancy-Disconfirmation Paradigm. VDM Verlag Dr. Müller Aktiengesellschaft & Co. KG, Germany, September, 2008, pp.98. ISBN-10: 3639081188, ISBN-13: 978-3-639-08118-3

Proceedings

- 2010 A Measure of Market Orientation: Development and Validation in a Different Cultural Context in 2010 SMA Proceeding: Advances in Marketing: Going Green - Best Marketing Practices for a Global World. Society for Marketing Advances. ISBN-13: 978-0-9840884-1-6.

ARTICLES IN BUSINESS MAGAZINES/NEWSPAPERS

- 2006 “Marketing para Consumidores de Bajos Ingresos”, Revista Dinero, Bogotá, Colombia, June 2006.

BOOKS REVIEWS ON AUTHOR’S BOOKS

- 2016 Rosenthal, Joshua M. Review of the book Historia de la investigación de mercados en Colombia: Trayectoria empresarial de Napoleón Franco by José Miguel Ospina Silva, Luis Fernando Molina Londoño, Gabriel Pérez Cifuentes, Carlos Dávila L. de Guevara. In: Business History Review, 2016, 90, 1, pp. 179 - 181.
- 2016 Campuzano-Hoyos, Jairo. Review of the book Historia de la investigación de mercados en Colombia: Trayectoria empresarial de Napoleón Franco by José Miguel Ospina Silva, Luis Fernando Molina Londoño, Gabriel Pérez Cifuentes and Carlos Dávila L. de Guevara. In: Journal of Latin American Studies, 2016, 48, 4, pp. 873 – 875.
- 2013 Fernández, Paloma. Review of the book Una mirada a la historia del mercadeo en Colombia - Testimonio de Enrique Luque Carulla, 1930-2006 by Carlos Dávila, Luis Fernando Molina, José Miguel Ospina y Gabriel Pérez. In: Revista de Historia Industrial, 2013, pp. 235 - 238.
- 2011 Moreno, Julio. Review of the book Una Mirada a la Historia del mercadeo en Colombia - Testimonio de Enrique Luque Carulla, 1930-2006 by Carlos Dávila, Luis Fernando Molina, José Miguel Ospina y Gabriel Pérez. In: Business History Review, 2011, 85, 4, pp. 877 - 879.
- 2010 Bucheli, Marcelo. Review of the book Una Mirada a la Historia del mercadeo en Colombia - Testimonio de Enrique Luque Carulla, 1930-2006 by Carlos Dávila, Luis Fernando Molina, José Miguel Ospina y Gabriel Pérez. In: Journal of Latin American Studies, 2010, 42, 3, pp. 666 - 668.

CASES

- 2004 José Miguel Ospina S., Caso Comcel, Colección Estudios de Caso, Corporación Transparencia por Colombia, October 2004, pp.24, Bogotá, Colombia.
- 2004 José Miguel Ospina S., Caso Secretarias Marcando, Colección Estudios de Caso, Corporación Transparencia por Colombia, October 2004, pp.32, Bogotá, Colombia.

CHAPTERS IN BOOKS

- 2012 Evolución de la tienda de barrio y del supermercado. In: Tendencias en la Administración: gerencia y academia. Francisco Azuero, Ana Cristina González and María Lorena Gutiérrez (academic edition and compilation). Vol. 1. ISBN 978-958-695-807-3.

PRESS ARTICLES

- 2005 “Potencial exportador de la pyme colombiana” In: PYME, Gestión para la competitividad (2005). Diario Portafolio, Bogotá, Colombia.

WORKING PAPERS

- 2007 Luz Marina Ferro, Daniella Laureiro, Alejandra Marín, José Miguel Ospina, Vicente Pinilla, Factors Influencing Export Potential of Developing Country SMEs: a study of Colombian Firms, Serie Galeras de Administración, Facultad de Administración, Universidad de los Andes, January, 2007.

Scholarships and Academic Distinctions
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- 2013 Award to the Best Professor according to alumni vote at undergraduate and graduate students evaluations, UASM. Bogotá, Colombia.
- 2009 Award to the best professor according to undergraduate and postgraduate students and alumni vote, UASM, Bogotá, Colombia.
- 2006 Award to the best professor according to undergraduate and postgraduate students and alumni vote, UASM, Bogotá, Colombia.
- 1995 Award PAPA (Award A to Business Professor) to the best professor, according to undergraduate and postgraduate students vote, UASM. Bogotá, Colombia.