

María Avenza Ivars

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EDUCATION

Valencia university

Valencia, VA

Doctorate in business management.

January 2024 - Present

Master's Degree in Quality Management. GPA: 9.24/10.0

June 2023

Relevant Coursework: ISO Standards and Certification Processes, Advanced Statistical Methods, Process Optimization Techniques, Supply Chain Quality Management

Awards and honors: Extraordinary Award for the Master's Degree in Quality Management. Best academic record

Double Degree in Tourism and Business Administration and Management (TADE). GPA: 7.96/10.0

June 2022

Relevant Coursework: Tourism Economics, Financial Management, Data Analysis, Microeconomics and Macroeconomics

IES Josep Iborra

Benissa, VA

High School Diploma, SAT I: 10.74/14.0

June 2017

RELEVANT EXPERIENCE

Valencia University. Chair of Family Business

Valencia, VA

Pre-doctoral researcher

January 2024 – Present

- Conducted research on family business dynamics, governance, and succession planning, contributing to academic publications.
- Collected and analyzed qualitative and quantitative data to support ongoing research projects.
- Prepared reports, presentations, and research summaries for faculty, stakeholders, and industry professionals.
- Developed survey instruments and conducted interviews with business owners to gather primary data.
- Published research findings in academic journals and presented at conferences.
- Managed databases and statistical analysis using [software, e.g., SPSS, Stata, R] to interpret research results.

Valencia university

Valencia, VA

Adjunct Professor

September – December 2023

- Developed and delivered lectures on Continuous improvement methodology in the Master's Degree in Quality Management, enhancing student engagement through interactive learning methods.
- Developed and delivered lectures on Data analysis in the Degree in Gastronomic Sciences, enhancing student engagement through interactive learning methods.
- Designed course materials and assessments to align with academic objectives and industry standards.
- Mentored and evaluated over 30 students, providing constructive feedback to improve performance.

Valencia university. Quality Unit

Valencia, VA

Quality Unit Manager

April – June 2022

- Led quality assurance initiatives to enhance academic and administrative processes.
- Developed and implemented quality management systems aligned with institutional and accreditation standards.
- Collaborated with university leadership to develop policies that improve operational efficiency and student satisfaction.
- Managed accreditation processes, preparing documentation and coordinating with external evaluators.

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PUBLICATIONS

- López-Rodríguez, M., Avenza, M. and Barac, M. "Impact of COVID-19 on the quality of the teaching-learning process: Analysis by knowledge areas". International Forum on the Evaluation of the Quality of Research and Higher Education (FECIES), (2023). Editorial DYKINSON, Vol. 3. Pág. 35
- López-Rodríguez, M., Avenza, M. and Barac, M. "Strategic Response of the Faculty of Economics (UV) to the health alarm: Weaknesses and Strengths" International Forum on the Evaluation of the Quality of Research and Higher Education, (2023). Editorial DYKINSON, Vol. 3. Pág. 36
- López-Rodríguez, M., Avenza, M. and Barac, M. "Positioning of the Faculty of Economics within the University of Valencia in the stages of the teaching-learning process: period 2016-2022". Proceedings of the IX Conference on Electronic Voting Systems 2023, III International Conference on Electronic Voting Systems. Facing the challenges of the 21st century in higher education (2023), pp. 50-54.
- López-Rodríguez, M., Avenza, M. and Barac, M. "Evaluation of the impact of educational measures in the Faculty of Economics during the COVID-19 pandemic: student perspectives according to their degrees". Book of proceedings VI Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE) (2023) p.: 106-121
- López-Rodríguez, M., Avenza, M. and Barac, M. "*Transformation of higher education: the case of the Faculty of Economics of the University of Valencia during the Covid-19 pandemic*". *Proceedings of the VI Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE) (2023) pages 122 to 135.*
- Escribá-Esteve, A. (dir.), M. Avenza, P. González, L.I. Llinares, E. Sánchez and J. Villagrasa (2023). "University students' perception of the attractiveness of alternative employment. Analysis of stereotypes in the main employer group: the family business". Valencia: University of Valencia, Chair of Family Business.
- López-Rodríguez, M., Avenza, M. and Barac, M. "Evaluation of the impact of the pandemic on the quality of the teaching-learning process at the University of Valencia: focus by study areas". Proceedings of the X Conference on Electronic Voting Systems 2024, IV International Conference on Electronic Voting Systems. A decade of innovation and progress together: keys to facing the future in higher education (2024), pp. 98-100
- Escribá-Esteve, A. and Avenza, M. "The insertion of university students into the labour market in Family Businesses: An innovative educational proposal from the Chair of Family Business". Book of proceedings IV ICIEBE Charting a technological future: Innovation in higher education teaching amidst societal transformations (2024) pp. 55-58
- Escribá-Esteve, A., Sánchez-Peinado, E. and Avenza, M. "Impact of SEW and Family Leadership Style on Family Climate" Book of proceedings VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE) (2024) p.: 372-396
- Escribá-Esteve, A., Avenza, M. and Villagrasa, J. "Innovative educational proposal for the insertion of University Students into the labour market in family businesses through the family business chair". Book of proceedings VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE) (2024) p.: 412-424
- Villagrasa, J., Donaldson, C. and Avenza, M. "Shameful vs instagrammers: what students are like based on when they hand in their exams". Book of proceedings VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE) (2024) p.: 434-461
- Villagrasa, J., Donaldson, C., Avenza, M. and Sánchez-Coll, F. "Never too late: when do excellent students hand in their exams?". Book of proceedings 19th International Technology, Educational and Development Conference (INTED) (2025) p.: 2088

FELLOWSHIPS AND AWARDS

- Best paper from a young professor. III International Conference on Innovative Education in Business and Economics (ICIEBE) 19 and 20 July 2023.
- Award for the best communication in the Area of Teaching Innovation "Transformation of higher education: The case of the Faculty of Economics of the University of Valencia during the Covid 19 pandemic". VI Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Logroño 22 to 24 November 2023.

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- Extraordinary Award for the Master's Degree in Quality Management, corresponding to the academic year 2022/2023.
- Award for the best communication in the Area of Teaching Innovation "Embarrassed vs Instagrammers: What students are like depending on when they hand in their exams" VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Castellón de la Plana, November 20-22, 2024
- National fellowship awarded by the Spanish Ministry of Education of Spain for carrying out research activities

CONFERENCES PRESENTATIONS

- López-Rodríguez, M., Avenza, M. and Barac, M. "Strategic Response of the Faculty of Economics (UV) to the health alarm: Weaknesses and Strengths". International Forum on the Evaluation of the Quality of Research and Higher Education (FECIES), 24-26 May 2023 (Online).
- López-Rodríguez, M., Avenza, M. and Barac, M. "Impact of COVID-19 on the quality of the teaching-learning process: Analysis by knowledge areas". International Forum on the Evaluation of the Quality of Research and Higher Education (FECIES), 24-26 May 2023 (Online).
- López-Rodríguez, M., Avenza, M. and Barac, M. "Positioning of the Faculty of Economics within the University of Valencia in the stages of the teaching-learning process: period 2016-2022". IX Conference on Electronic Voting Systems and III International Conference on Electronic Voting Systems, June 6, 2023 at the Faculty of Economics (UV).
- López-Rodríguez, M., Avenza, M. and Barac, M. "Impact of the educational policy adopted by the Faculty of Economics in the Sars-COV2 phase: The students' perspective broken down by qualifications". III International Conference on Innovative Education in Business and Economics (ICIEBE), 19 and 20 July 2023 at the Faculty of Economics (UV).
- López-Rodríguez, M., Avenza, M. and Barac, M. "Evaluation of the impact of educational measures in the Faculty of Economics during the COVID-19 pandemic: Student perspectives according to their degrees". VI Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Logroño, November 22-24, 2023.
- López-Rodríguez, M., Avenza, M. and Barac, M. "Transformation of higher education: The case of the Faculty of Economics of the University of Valencia during the COVID-19 pandemic". VI Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Logroño, November 22-24, 2023.
- Escribá-Esteve, A., E. Sánchez and Avenza, M. "The effect of SEW and family-CEO leadership style on family-climate-related outcomes" 2024 SPGC Global Family Business SUMMIT, in Vietri Sul Mare May 15 to 17, 2024
- López-Rodríguez, M., Avenza, M. and Barac, M. "Evaluation of the impact of the pandemic on the quality of the teaching-learning process at the University of Valencia: approach by study areas" 10th Conference on Electronic Voting Systems and 4th International Conference on Electronic Voting Systems, June 5, 2024 at the Faculty of Economics (UV).
- Escribá-Esteve, A. and Avenza, M. "The insertion of university students into the labour market in Family Businesses: An innovative educational proposal from the Chair of Family Business". IV International Conference on Innovative Education in Business and Economics (ICIEBE), 17 and 18 July 2024 at the Faculty of Economics (UV).
- Escribá-Esteve, A., E. Sánchez and Avenza, M. "Influence of SEW and family CEO leadership on family climate outcomes". Family business research conference on November 7 and 8, 2024 at Pablo Olavide University in Seville.
- Escribá-Esteve, A., E. Sánchez and Avenza, M. "Impact of SEW and family leadership style on the family CEO" VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Castellón de la Plana, November 20-22, 2024.
- Escribá-Esteve, A., Avenza, M. and Villagrasa, J. "Innovative educational proposal for the insertion of university students into the labour market in family businesses from the Family Business Chair" VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Castellón de la Plana, November 20-22, 2024.

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- Villagrasa, J., Donaldson, C. and Avenza, M. “Embarrassed vs. Instagrammers: What students are like depending on when they hand in their exams” VII Ibero-American Congress of Young Researchers in Economic Sciences and Business Management (AJICEDE), Castellón de la Plana, November 20-22, 2024
- Villagrasa, J., Donaldson, C., Avenza, M. and Sánchez F. “Never too late: When do excellent students hand in their exams?” 19th International Technology, Education and Development Conference (INTED) held in Valencia, Spain, 3rd-5 March 2025.
- Villagrasa, J., Donaldson, C. and Avenza, M. “Tell me when you deliver and I'll tell you who you are: does timing influence student outcomes?” XXI Conferences on Teaching Applied Economics, Madrid, 7 March 2025.

PROJECTS & SKILLS

Projects:

- 2022-2023 Teaching innovation project: “Development of interactive and multidisciplinary materials to promote learning and assessment in undergraduate and postgraduate studies”
- 2023-2024 Teaching innovation project: 360° Learning: transforming teaching with active learning, gamification and artificial intelligence
- 2023-2024 Teaching innovation project: Development of interactive and multidisciplinary materials to promote learning and assessment in undergraduate and postgraduate studies
- 2023-2026 **Competitive R&D project**: The challenge of sustainable competitiveness: the role of ownership, governance and senior management in the EESG regeneration of business models in SMEs. Ministry of Science and Innovation. Knowledge Generation Projects 2022, (2023-2026). IP: Vicente Safón and María Iborra.

Technology: MS 365 (Excel, Word, Powerpoint, Teams, Visio), IBM SPSS Statistics, SmartPLS

Languages: Spanish (native), Valencian (native), English (advanced), German (consolidated intermediate).