**Francisco Marco-Serrano**

Francisco Marco Serrano Economista (Colegiado nº 520 – Castellón;

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**Francisco Marco-Serrano,**

Francisco Marco-Serrano, Responsable del Programa BSc de Economía en
GSM London (Londres, Reino Unido) y director de la consultoría
Business Research & Applications (Matter of Biz), es experto en
nuevas tecnologías e investiga activamente en cuestiones relacionadas
con la productividad y la eficiencia, y el impacto económico de las
industrias creativas. Sus intereses investigadores son, sin embargo,
más amplios, incluyendo la aplicación de la investigación operativa y
el data science a la estrategia empresarial y al marketing digital.

**INGLES**

Francisco Marco-Serrano is programme leader of the BSc (Hons)
Economics degree at GSM London. He holds a Masters degree in
Economics and a Postgraduate Certificate in Operations

Management.

After over a decade carrying out research on productivity and
efficiency, he is now in the process of finishing his PhD thesis

on

the economic impact of the creative industries.

Francisco's other academic interests include the application of
operational research, data science, and analytics to business
strategy and marketing, digital in particular, and the

amalgamation

of digital marketing strategy into wider business aims and

objectives.

In his professional life, Francisco has worked in management
positions as an expat both in the UK and Brazil. However, he has
always been involved in academia, having collaborated with the
University of Valencia's cultural economics research unit since

1998.

He has also collaborated with CSR, third sector and tourism

research

groups, as well as been part of this research group in voting
processes.