**Francisco Marco-Serrano**

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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.