



# GUSTAVO CUBILLO-SALAS

Professor  
Researcher School of Business Administration

- 🎓 PhD, University of Valencia, 2011
- 🎓 MBA, Costa Rican Institute of Technology, 2002
- 🎓 BBA, Costa Rican Institute of Technology, 1997

✉ gcubillo@itcr.ac.cr

☎ (506) 2550 9062

## AREAS OF INTEREST

Marketing, negotiation, national culture, time pressure, consumer behavior.

## CURRENT RESEARCH PROJECTS

Impact of financial literacy and personality of the consumer on the use of credit.

The Big Five and its influence in the negotiations: an interdisciplinary experimental economics study.

## ACADEMIC TRAINING

Workshop: SPSS

Training: Research in the University classroom.

Workshop: Methods and Teaching Techniques.

Training: Teaching for people with special abilities (in process)

Training: Use and management of the EBSCO EJS Enhanced database

Training: Research Methodology.

## ACADEMIC EXPERIENCE

2002 - present ▶ Costa Rican Institute of Technology.

## SPECIAL DISTINCTION

2011 | Magna Cum Laude, PhD degree.

2002 | Graduated with Honors, MBA degree.

2002 | Top Third Student Award, MBA degree.

## PROFESSIONAL SERVICE

2016- 2017 | Country Manager, Pronokal Costa Rica.

2014 - 2016 | Executive Program Coordinator.

2011 - 2016 | Club Alumni Coordinator.

Member, Research Center of Business

Administration, Economy and Management.

2002 - 2006 | Extension and development Manager, Fundatec.

1997 - 2001 | Marketing Manager & Category Manager, Más x Menos currently Wal-Mart.

## RECENT AND REPRESENTATIVE PUBLICATIONS

*Cubillo-Salas, G. et al. (2023). Tercer Informe de Deuda Morosa en Costa Rica. Instituto Tecnológico de Costa Rica y Equifax.*

*Cubillo-Salas, G. & Saorín-Iborra (2019). Supplier behavior and its impact on customer satisfaction: a new characterization of negotiation behavior. Journal of Purchasing and Supply Management.*

M. Carmen Saorín-Iborra & Gustavo Cubillo (2016). Influence of Time Pressure on the Outcome of Intercultural Commercial Negotiations. *Journal of Promotion Management*. United Kingdom.

Cubillo-Salas, G. & Saorín-Iborra M.C. (2013). The negotiation behavior as a tool to improving results: cases of consumer industry. Proceedings of the "XVIII International Conference on Accounting, Management and Information Technology". UNAM, Mexico City.

Cubillo-Salas, G. & Saorín-Iborra M.C. (2012). Impact of national culture on negotiation tactics. Spain: Spanish Academic Press.

Cubillo-Salas, G. & Saorín-Iborra M.C. (2012). The redemption of competitive negotiation. Proceedings of the "University and Society: Ethics vs. humanism Conference" of ALAFEC. Buenos Aires-Argentina.

Cubillo-Salas, G. & Saorín-Iborra M.C. (2008). The effect of national culture on the negotiation behavior: A proposal for the case of Costa Rica. *TEC Empresarial*, 2 (2), 35-43.