

VARGAS-MERINO, JORGE ALBERTO

Doctor en Ciencias Administrativas por la Universidad Nacional Mayor de San Marcos, con maestría en Economía, regulación y competencia en los servicios públicos por la Universidad de Barcelona, con Maestría en Ciencias Económicas por la Universidad Nacional de Trujillo. Licenciado en Administración.

Docente Investigador en la Universidad Privada del Norte (UPN). Investigador Calificado por CONCYTEC (Número de RENACYT: P0124221). Docente de Posgrado en Maestrías y doctorado en la UNMSM, en donde también ejerce como asesor de tesis. Asesor de tesis en la Universidad Científica del Sur, UTP y UPNW. Del mismo modo, ha ejercido la docencia en varias universidades nacionales a nivel pregrado.

Revisor de revista especializada en ciencias administrativas, economía y marketing, y ciencias afines a nivel internacional. Cuenta con varios artículos científicos en revistas indexadas en temáticas diversas dentro de la especialidad de negocios.

Tipo de producción	Título	Autor(es)	Año	DOI	Revista	Fuente
Artículo en revista científica	Sustainable entrepreneurship in HEIs. A systematic review from the perspective of higher education in business	Vargas-Merino J.A.	2025	10.1016/J.IJME.2025.101137	International Journal of Management Education	scopus
Book Chapter	Digital Word-ofMouth and Purchase Intention. An Empirical Study in Millennial Female and Consumers	del Pilar UsurinFlores M.	2024	10.1007/978-3-031-56388-1_3	Studies in Computational Intelligence	scopus
Artículo en revista científica	Critical implications of education for sustainable development in HEIs - A systematic review through the lens of the business science literature	Vargas-Merino J.A.	2024	10.1016/J.IJME.2023.100904	International Journal of Management Education	scopus
Conference Paper	Creativity and entrepreneurial intention in Peruvian university students	Eliana Lizet C.C.	2024	10.18687/LACCEI2024.1.1.1011	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Disaster risk management and quality of life in vulnerable areas in Lima Peru	Yocelin Torcello-Pereyra N.	2024	10.18687/LACCEI2024.1.1.1022	Proceedings of the LACCEI international Multi-conference for Engineering,	scopus
Conference Paper	Social responsibility and sustainability from Hilda Colladothe customer's perspective in a hotel in Lima Peru	Calenzani M.	2024	10.18687/LACCEI2024.1.1.1066	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Digital marketing strategies and positioning of a drugstore in Lima Peru	Naomi Alvarado-Mallqui C.	2024	10.18687/LACCEI2024.1.1.1135	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus

Conference Paper	Business Strategy and Competitiveness in the Garment Sector of Metropolitan Lima, Peru	de Vizarreta María del Pilar E.S.	2024	10.18687/LACCEI 2024.1.1.422	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Green marketing and purchase intention of Peruvian consumers - An empirical study	Cano-Bustamante L.T.	2024	10.18687/LACCEI 2024.1.1.559	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Relationship marketing and customer retention in a Peruvian service company	Diaz-Fuertes E.G.	2024	10.18687/LACCEI 2024.1.1.565	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Artículo en revista científica	Factors associated with the delay in obtaining the academic degree in Postgraduate graduates	Raffo-Ibarra G.A.	2024		RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao	scopus
Conference Paper	Digital Transformation: Approaches and Perspectives in Latin America. A Systematic Review of the Literature 2012-2022	Burga-Mori D.E.	2023	10.1109/ICTMOD 59086.2023.10438113	2023 IEEE International Conference on Technology Management, Operations and Decisions, ICTMOD 2023	scopus
Review	Background of wPeruvian gastronomy and its perspectives: an assessment of its current growth	Aguirre-Sosa J.	2024	10.1186/S427792023 023-00212-4	Journal of Ethnic Foods	scopus
Review	Telemedicine Management: Approaches and Perspectives—A Review of the Scientific Literature of the Last 10 Years	Aguirre-Sosa J.	2023	10.3390/BS13030 255	Behavioral Sciences	scopus

Artículo en revista científica	Is There an Impact of Digital Transformation on Consumer Behaviour? An Empirical Study in the Financial Sector	Uribe-Linares G.P.	2023	10.3390/ECONOMIES11050132	Economies	scopus
Review	Sustainable Consumption: Conceptualization and Characterization of the Complexity of "Being" a Sustainable Consumer—A Systematic Review of the Scientific Literature	Vargas-Merino J.A.	2023	10.3390/SU15108401	Sustainability (Switzerland)	scopus
bookchapter	LA INVESTIGACIÓN COMO HERRAMIENTA PARA EL DESARROLLO CIENTÍFICO Y TECNOLÓGICO		2023	10.34893/N5577-8798-0872-B		orcid
Artículo en revista científica	Nutrition Management: Use of New Methodologies in the Development of Competencies for Dietetic Practice	Aguirre-Sosa J.	2023	10.37394/23207.2023.20.156	WSEAS Transactions on Business and Economics	scopus
Artículo en revista científica	The Interplay of Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs): An Overview of Relevant Literature on CSRs and SDGs	Vargas-Merino J.A.	2023	10.5171/2023.930662	IBIMA Business Review	scopus
Paper	Transformational Leadership in Business Management - A	Ruiz-Irazabal S.J.	2023	10.52202/070275-0226	11th International Symposium on Project Management,	scopus

Conference Paper	Brand recognition management. Approaches and perspectives. A systematic review from 2012-2022	Matta-Acosta J.G.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Corporate social responsibility practices and sustainable development. A systematic review from 2012 to 2022	Medina-Luna J.J.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Artículo en revista científica	DIGITAL COMPETENCES OF PERUVIAN BUSINESS ADMINISTRATI N STUDENTS A COMPARATIVE STUDYE	Tassara-Salviati C.F.J.	2023	Prisma Social	scopus
Conference Paper	Digitalization and customer acquisition in companies in Latin America. A systematic review of the literature 2013-2023	Rondón-Aquino V.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Digital marketing and consumer behaviour of the Uber brand in Peru	Sime-Monzón M.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Digital marketing and customer loyalty strategies in service companies. A systematic review between 20162022	Olórtegui-Alcalde L.M.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus
Conference Paper	Digital marketing and customer value-oriented business management in SMEs	Ariste-León L.L.	2023	Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus

Conference Paper	Engagement strategy for customer loyalty in a Peruvian Company	Arango-Huanchuari I.E.	2023			Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus	No Aplica
Conference Paper	Marketing and e-commerce in a service company. G.M. An empirical study	Chacón-Ruiz	2023			Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus	
Conference Paper	Social responsibility and purchasing decisions of millennial female consumers in the cosmetics industry	Huamán-Cárdenas A.N.	2023			Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus	
Conference Paper	Sustainable city: perspectives and challenges. A systematic review between 2012-2022	Quijano-Silva C.M.	2023			Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology	scopus	
Artículo en revista científica	Information and Communication Technologies in Peruvian University Students: A Confirmatory Analysis of Their Frequency and Extent of Use	Vargas-Merino J.A.	2022	10.3390/EDUCSC112120886	Education Sciences		scopus	Q2
Journal - Review	Circular Economy: Approaches and Perspectives of a Variable with a Growing Trend in the Scientific World—A Systematic Review of the Last 5 Years	Vargas-Merino, Jorge Alberto Rios-Lama, Cristian Armando Panez-Bendezu, Miguel Humberto	2022	10.3390/SU142214682		SUSTAINABILITY	wos	
Review	Circular Economy: Approaches and Perspectives of a Variable with a Growing Trend in the Scientific World—A Systematic Review of the Last 5 Years	Vargas-Merino J.A.	2022	10.3390/SU142214682		Sustainability	scopus	Q1

BOOK_CHAPTER	FACTORES DE CRECIMIENTO DE LA EDUCACIÓN A DISTANCIA EN UNIVERSIDADES PRIVADAS. DE		2022	10.34893/11455-6002-3296-B		orcid	
BOOK_CHAPTER	FACTORES QUE IMPULSAN LA DIGITALIZACIÓN EN EL SECTOR BANCARIO. UNA REVISIÓN SISTEMÁTICA ENTRE LOS AÑOS 2010-2021		2022	10.34893/11455-6002-3296-B		orcid	
Artículo en revista científica	Entrepreneurial Profile. A Confirmatory Factor Analysis of Entrepreneurial Attitude Orientation Scale (EAO) in Peruvian University Students	Vargas-Merino J.A.	2022	10.37394/232015.2022.18.58	WSEAS Transactions on Environment and Development	scopus	Q3
BOOK	Education development and its link to community engagement		2022			orcid	
article	Entrepreneurial Profile. A Confirmatory Factor Analysis of Entrepreneurial Attitude Orientation Scale (EAO) in Peruvian University Students	VARGAS-MERINO, JORGE ALBERTO	2022			alicia	
Journal - Article	Service marketing and loyalty in an educational services company	Lucio Navarrete, Sergio Esteban Vargas Merino, Jorge Alberto Zavaleta Chavez, Walter Enrique	2021		Vision Gerencial	wos	
JOURNAL_ARTICLE	Estrategias de Merchandising: un análisis de su efectividad para la atracción de nuevos clientes		2021	10.29393/ran6-4emfv20004		orcid	

JOURNAL_	Conceptualización y caracterización del comportamiento del consumidor. Una perspectiva analítica generacional	2021	10.30545/academico.2021.ene-jun.2	orcid
JOURNAL_	Emprendimiento como alternativa de inclusión laboral	2021	10.33890/innovacion.v6.n3.1.2021.1827	orcid
BOOK_	LA INVESTIGACIÓN MULTIDISCIPLINARIA UNA MIRADA DESDE LA EDUCACIÓN, EMPRESA, SOCIEDAD Y TECNOLOGÍAS	2021	10.34893/KYJ0-SD48	orcid
JOURNAL_	Imagen de la marca Perú y generación de valor para el turista de Lima Metropolitana, Perú	2021	10.37768/unw.rinv.10.02.008	orcid
JOURNAL_	Branding. Does its approach and applicability follow a one-dimensional trend? Critical analysis from a systematic review of the last 10 years.	2021		orcid
JOURNAL_	Desarrollo de la responsabilidad social en empresas de Latinoamérica Una revisión sistemática entre los años 2010 2020	2021		orcid
JOURNAL_	Distinción conceptual y teórica de Marketing Sensorial: Tendencias y perspectivas	2021		orcid

Artículo en revista científica	Social Innovation: New Face of Social Responsibility? conceptualization from the university perspective	Vargas-Merino J.A.	2021		Revista de Ciencias Sociales	scopus
JOURNAL_ARTICLE	Marketing Social y Responsabilidad Social. Una confrontación teórica		2020	10.22451/3006.nbr2020.vol621.10050		orcid
JOURNAL_ARTICLE	Impacto de los canales de comercialización online en tiempos del COVID-19		2020	10.33890/innova.v5.n3.1.2020.1531		orcid
JOURNAL_ARTICLE	La gestión del presupuesto por resultados y la calidad del gasto en gobiernos locales		2020	10.36995/j.visiondefuturo.2020.24.02.002.es		orcid
BOOK	I Congreso de Investigación de Investigación e Innovación Multidisciplinario Virtual 2020		2020	10.37768/unw.ep/0002		orcid
JOURNAL_ARTICLE	Gestión del talento humano y productividad en el Ferrocarril Central Andino S.A. de Lima-Perú		2020			orcid
article	Social Marketing and Social Responsibility. A theoretical confrontation	Vargas Merino, Jorge Alberto	2020			alicia
article	Social Marketing and Social Responsibility. A theoretical confrontation	Vargas Merino, Jorge Alberto	2020			alicia
JOURNAL_ARTICLE	La influencia de las emociones y la corporalidad en el aprendizaje de estudiantes universitarios / The influence of emotions and physicality in the learning of university students		2019	http://dx.doi.org/10.23913/ride.v9i18.423		orcid

Books Proceedings Paper	CONTROL OF SHIP MOTIONS USING ANTI ROLLING TANKS: EROSION OF SAFE BASINS	Neves, Marcelo A. S. Rodriguez, UNSTABLE Claudio A. Merino, Jorge A. Vivanco, Jerver E. 2010 M. Villagomez Rosales, Jose C. Agarwal, Radhesh	PROCEEDINGS OF THE ASME 29TH INTERNATIONAL CONFERENCE ON OCEAN, OFFSHORE AND ARCTIC ENGINEERING, 2010 VOL1	nos	No Disponible
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Otras Producciones

Tipo de producción	Título
CAPÍTULO DE LIBRO	GESTIÓN DE CAPACIDADES DINÁMICAS: ESTANDARIZACIÓN DEL CUESTIONARIO PARA SU MEDICIÓN EN PYMES DE PERÚ
LIBRO	EDUCATION DEVELOPMENT AND ITS LINK TO COMMUNITY ENGAGEMENT
ARTÍCULO EN REVISTA CIENTÍFICA	MÉTODO DIDÁCTICO DE ESTUDIO DE CASOS Y SU EFECTO EN EL RENDIMIENTO ACADÉMICO DEL ESTUDIANTADO DE UN INSTITUTO PERUANO DE EDUCACIÓN SUPERIOR