



Dorian FLOREA

Assistant Professor, Marketing

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EDUCATION

2015 Ph.D. in Marketing, Academy of Economic Studies, Romania

RESEARCH INTERESTS

B2B Marketing and Sales

PROFESSIONAL EXPERIENCE

ACADEMIC:

2022 - 2024 Assistant Professor, Pontifical Catholic University of Peru, Lima, Peru

2021 - 2021 Assistant Professor, Rabat Business School, Rabat, Morocco

2016 - 2019 Professor, Anahuac University, Mexico City, Mexico

COURSES TAUGHT

- Sales techniques, Grande ecole (bachelor cycle)
- Sales management, Grande ecole (master cycle)
- Customer service and complaint management, Grande ecole (master cycle)
- International marketing
- Strategic marketing
- Advanced quantitative methods
- Services marketing
- Marketing fundamentals
- Market research

- Applied quantitative market research
- Brand management

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Florea D., Nieto-Saucedo M. E. R., (2025), A tension-based maturity model for customer education in knowledge-intensive business service firms, *Industrial Marketing Management*, 124(2025), pp. 1-19

Florea D., Barbu C.-M., Rotea C.-C., (2022), Placebo outsourcing: when does provider's bluffing enhance customer satisfaction?, *Journal of Business & Industrial Marketing*, 37(6), pp. 1299-1313

Florea D., Nieto-Saucedo M. E. R., Reyes-Mercado P., (2022), Unveiling professional service providers' willingness to educate: A configurational approach, *Industrial Marketing Management*, 107(2022), pp. 222-237

Florea D., Munteanu C.-C., (2020), Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competences, *Industrial Marketing Management*, 86(2020), pp. 191-200

Communications in refereed conferences

International

Florea D., Nieto-Saucedo M. E. R., (2025), *Hidden in Plain Sight: Customer Education amid Organizational Secrecy* BMM-EMAC Conference, Paris, France

Shanka M. S., Florea D., (2025), *Customer Advisory Boards (CABs): Current Status, Research Gaps, and Future Research Directions* Industrial Marketing Management Summit, Sarajevo, Bosnia, Bosnia and Herzegovina