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**EDUCATION**

* Bachelor in Psychology. University of Salamanca, Spain. 2005
* PhD in Social Psychology. Complutesian University of Madrid, Spain. 2011.

**WORK EXPERIENCE**

* Professor at the Department University of León, Spain. 2011-Present.
* Director of Communication (Vice-Rectorate of Institutional Relations) at the University of León, Spain. 2016-Present.

**TEACHING EXPERIENCE**

* Bachelor courses on marketing and consumer behaviour at the University of León, Spain.
* Master courses on internal communication and social responsibility at the University of León, Spain.

**LINES OF RESEARCH**

* Sustainable consumption and responsible consumer behaviour.
* Heuristic thinking in responsible consumer decision-making.
* Consumer knowledge on eco-labelling.
* Education for sustainability.

**SELECTED PROJECTS**

* *Fostering knowledge about the relationship between information and communication technologies and public spaces supported by strategies to improve their use and attractiveness* (CIBERPARKS). Programme COST. 2014-2018.
* *Citizen’s Perception and Expectations on Smart Cities* (CIPESCIT). European Innovation Paternship on Smart Cities and Communities, EIP-SCC. 2014-2016.
* *Construction and Dissemination of the Concept of Integral Corporate Social Action (ASCI) as a Development Factor in the City of Montevideo (Uruguay)*. Spanish Agency for International Cooperation and Development (AECID). 2011-2013.

**SELECTED PUBLICATIONS**

* Sahelices, C., Lanero, A. & Vázquez, J. L. (2018). Social commitment or self-interest? Effects of responsible practices performance motivations of firms on consumer decision-making process. *Journal of Marketing Communications, 24(*3), 304-319.
* Lanero, A., Vázquez, J. L. & Gutiérrez, P. (2017). Young adult propensity to join voluntary associations: The role of civic engagement and motivations.*Nonprofit and Voluntary Sector Quarterly, 46*(5), 1026-1029.
* Vázquez, J. L., Lanero, A., Gutiérrez, P. & Sahelices, C. (2017). The Contribution of Smart Cities to Quality of Life from the View of Citizens. In J. Leitao, H. Alves, N. Krueguer & J. Park (Eds.),*Entrepreneurial, Innovative and Sustainable Ecosystems* (pp. 55-66). Germany: Springer.
* Licandro, O. Vázquez, J. L. & Lanero, A. (Coords). (2014). *Perspectives in the Study of Corporate Social Responsibility. Practical Applications in Uruguay and Spain* [Perspectivas en el estudio de la responsabilidad social corporativa. Aplicaciones prácticas en Uruguay y España]. Montevideo (Uruguay): Grupo Magro Editores.
* Lanero, A., Vázquez, J. L. & Aza C. L. (2016). Social cognitive determinants of entrepreneurial career choice in university students. *International Small Business Journal, 34*(8), 1053-1075.