

Rogelio Ladrón de Guevara Cortés, PhD.

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Doctor in Business Studies from University of Barcelona, Spain, in which he received the Excellent Cum Laude Mention, and made him worthy to be a current Member of the Faculty of Doctors of the University of Barcelona, for the writing and defense of the Doctoral thesis entitled: “Techniques for estimating the generative multifactor model of returns in a statistical approach to the Arbitrage Pricing Theory: Evidence from the Mexican Stock Exchange”, which was developed in the Department of Econometrics, Statistics and Applied Economics of the Faculty of Economics and Business of said University. He also has a Master's Degree in Financial Markets from University of Barcelona and is a Securities Advisor, empowered to carry out operations with the investing public, by the Mexican Association of Stock Market Intermediaries (AMIB). Likewise, he has a Bachelor's degree in Accounting from the Universidad Veracruzana. Currently, he works as a Full-Time Academic Researcher Titular "C", of the Institute of Research and Higher Studies of Administrative Sciences (IIESCA) of the Universidad Veracruzana (UV) with a seniority of 17 years. Likewise, he is member of the National System of Researchers of CONACYT, has the desirable profile PRODEP (Secretary of Public Education) and has obtained level 6 of the Program of Stimuli for Academic Performance (Universidad Veracruzana). He has lectured and advised Thesis in the areas of finance, financial markets, business simulation, and quantitative methods in different graduate and undergraduate programs at the UV and other private universities for more than 20 years. He has held academic, university and professional management positions such as: Coordinator of the Financial Research Group (UV-393), member of the Graduate Advisory Council of the Universidad Veracruzana, representing the Economic-Administrative area for six years, Coordinator of Graduate Studies and Coordinator of the Master in Organization Management of the IIESCA and Vice President of Technical Events of the Mexican Institute of Finance Executives (IMEF) Veracruz Group, in which, he has been Executive Member since 2014. Additionally, he is Financial Consultant and Independent Trader and has been Financial Advisor in Brokerage Firms and Investment Fund Operating Companies. His main work, professional, academic and research experience is in the area of Financial Markets: Multi-factor asset pricing models (APT, CAPM, etc.), Multivariate and Econometric Analysis of Financial Markets, Techniques for Extracting Underlying Systematic Risk Factors (Principal Component Analysis, Factor Analysis, Independent Component Analysis, Neural Networks Principal Component Analysis), Financial Market Analysis (Fundamental and Technical), Stock and Business Simulation, Behavioral Finance, Financial Crises and Speculative Bubbles, on-line trading platforms, among others. He has been speaker at various refereed international conferences in different countries on various continents and is the author of several articles in national and foreign indexed publications with international arbitration and circulation. He is a member of different International Scientific Societies, such as: The Athens Institute for Education and Research (Greece), The Society for the Study of Emerging Markets (USA), The Academy of Administrative Sciences (Mexico), The Mexican Institute of Finance Executives and founding member of the Ibero-American Association of Behavioral Economics and Finance (AIEFIC). He is Referee of several indexed international journals, among which are: Finanzas y Política Económica (Journal

of Economics) (Colombia), Estocástica: Finanzas y Riesgo (Mexico), Athens Journal of Business and Economics (Greece), Applied Economic Letters (UK), Clío América (Colombia), Investigación Administrativa (Mexico), UVserva (Mexico), Contaduría y Administración (Accounting and Management) (Mexico), Universia Business Review (Spain), Fides et Ratio (Bolivia), Journal of Asian Economics (USA), Estudios Gerenciales (Journal of Management and Economics for Iberoamerica) (Colombia.), Revista de Ciencias Sociales (Venezuela), International Review of Financial Analysis (The Netherlands), The Quarterly Review of Economics and Finance (The Netherlands), and Applied Financial Economics (UK), among others. Likewise, he is part of the Editorial Committees of some of these magazines. He is also an evaluator of various international specialized research conferences such as: the International Finance Conference (IFC), the IMEF's Financial Research Conference, the ACACIA's Conference of Research in Administrative Sciences, among others, and referee of national and international scientific and academic books.