

## 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 18 years. He is member of the National System of Researchers of CONACYT, Level 1, has the desirable profile PRODEP (Secretary of Public Education) and has obtained the levels 5 and 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 in Mexico and he is Guest Professor in foreign Universities such as the University of the Bío Bío from Chile and the Pontifical Javerian University of Cali from Colombia. 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, President of the Ethics Committee of the Specialization in Foreign Trade Administration 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 and is currently part of the National Technical Committee for Financial and Stock Market Intermediation. Additionally, he has been a Financial Consultant, Stock Investor and independent Trader for more than 20 years and was also a Financial Advisor at Brokerage and Mutual Fund firms. 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 presenter at several refereed international conferences and invited speaker in events organized by Universities and Financial Institutions in different countries on various continents. In addition, he is the author of several articles in national and foreign indexed publications with international arbitrage 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, founding member of the Ibero-American Association of Behavioral Economics and Finance (AIEFIC) and member of the Mexican Institute of Finance Executives Research Foundation's (FIMEF) Researchers Network. He is Referee of several indexed international journals, among which are: Cogent Economics & Finance (Taylor & Francis Group-UK), Economic Paradigm (UAEMEX-Mexico), Journal of Quantitative Methods for Economics and Business Administration (UPdO-Spain), Economic Analysis (UAM-Mexico), Region and Society (COLSON-Mexico), The Mexican Journal of Economics and Finance (IMEF-Mexico), Reality, Data and Space International Journal of Statistics and Geography (INEGI-Mexico), Revista Nicolaita de Estudios Económicos (UMSNH-México), Finanzas y Política Económica (Journal of Economics) (UCC-Colombia), Estocástica: Finanzas y Riesgo (UAM-Mexico), Athens Journal of Business and Economics (ATINER-Greece), Applied Economic Letters (Routledge-T&FG-UK), Clío América (UM-Colombia), Investigación Administrativa (IPN-Mexico), UVserva (UV-Mexico), Contaduría y Administración (Accounting and Management) (UNAM-Mexico), Universia Business Review (FUS-Spain), Fides et Ratio (LSU-Bolivia), Journal of Asian Economics (Elsevier-USA), Estudios Gerenciales (Journal of Management and Economics for Iberoamerica) (ICESI-Colombia), Revista de Ciencias Sociales (UZ-Venezuela), Administrative Science (UV-Mexico), International Review of Financial Analysis (Elsevier-The Netherlands), The Quarterly Review of Economics and Finance (MEA-Elsevier-The Netherlands), and Applied Financial Economics (Routledge-T&FG-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. Likewise, he is also Referee of the Program for the Development of the Teaching Profession, for the Higher Type (PRODEP) of the Minister of Public Education of Mexico. He has taken numerous professional updating courses taught by Universities, Financial Institutions and International Organizations of recognized prestige. He is fluent in Spanish, English and Catalan and has an intermediate level in Italian, Portuguese and French. Finally, he handles various specialized financial and quantitative modeling and analysis software at an advanced level, such as: Infosel, Economatica, REFINITIV, Bloomberg and SiBolsa.