

## **PROFESSOR PILAR BARRA**

Ms Pilar Barra holds a BS in Quantitative Economics and is currently finishing a PhD in Applied Economics (Universidad de Alicante, Spain). She also graduated in Business and Management studies (University of Bradford, UK) and Communication Studies (Universitat Oberta de Catalunya, Spain).

Ms. Barra developed her professional career in Higher Education as an Assistant Manager at the Cavanilles Foundation for Research in Tourism and at the International Relations Center (Universidad de Alicante, Spain) as Director of the Spanish Language Courses for foreigners. She specialized in international promotion and student recruitment. She was also responsible for the negotiations with universities worldwide to increase the number of international students enrolled at the Universidad de Alicante. Currently, Ms Barra is the Marketing Director at the Universidad de Alicante Language Center where she also oversees the wide range of services provided to international students (accommodation service, cultural program, events organization, etc).

Ms Barra also has extensive lecturing experience and has taught both in English and Spanish. She has been a part-time lecturer at the Finance, Marketing and Accounting Department of the Universidad de Alicante since 1999. She has participated in several research projects on tourism and has lectured at numerous conventions.

Additionally, she has been deeply involved in Cross-Cultural Studies, joining the Universidad de Alicante International Business Program, in which she teaches Cross-Cultural Business Behavior since 2006.

Ms Barra acquired more international exposure by teaching courses and seminars at the University of Pennsylvania in 2009/10. Courses taught focused on Cross-Cultural Understanding/Business Behavior in Spain and International Relations between Spain and the European Union.

She has also carried out comparative research studies on higher education systems in different countries. Furthermore she has collaborated in two books on Spanish economic structure.