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Dr. Carlos M. Parra does research in Corporate Social Responsibility - CSR (including Text Data Mining of CSR reports and Impact Evaluation of CSR projects), Neuro-economics (using fMRIs to explore cognitive pre-conditions to asset building capabilities), as well as Information Systems and Economics (cyber-security and qualitative research methods). He has seven years of experience designing and executing CSR and business development strategies as well as in overseeing the continuous improvement of processes and metrics in the financial and manufacturing industries. He has taught courses on Strategy Development and Implementation, Sustainability Management, Industrial Sustainability, Operations Management, Global Logistics, Global Production and Technology, and International Marketing

EDUCATION

Tokyo Institute of Technology,

PhD, [Social Engineering – Economics Program](#)

Tokyo, Japan, 2005

Universidad de Los Andes,

M.S, Industrial Engineering

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University of Florida,

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PUBLICATIONS

- Parra, CM., Tremblay, MC., Paul, K. & Castellanos, A. (2017). “Exploratory Content Analysis Using Text Data Mining: Corporate Citizenship Reports of Seven U.S. Companies from 2004-2012”, *Journal of Corporate Citizenship*. (66), 106-151.
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