MARCO TULIO
DAZA RAMÍREZ

México | España 🏠
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tuliodaza@academicos.udg.mx ✉️
Tulio Daza 💼
tulio.daza.pro 🌐

🎓 EDUCATION

Ph.D. in Economics and Business | University of Navarra (UNAV) - Campus Pamplona

2021 – Anticipated Graduation Date: August 2025. Currently studying with research interest in Ethics in Artificial Intelligence

Master in Learning Technologies| University of Guadalajara (UdeG) - CUCEA

2005-2007. Master of Science. Graduated with an average of 93/100, GPA:3.72. Coursed six international credits at the Open University of Catalonia (UOC). CONACYT high-quality postgraduate fellow.

Bachelor of Information Systems | University of Guadalajara (UdeG) - CUCEA

2000-2004. Bachelor of Business Administration. Graduated with 93.74/100, GPA:3.74.

Diplomas | University of Guadalajara (UdeG) - CUCEA

Diploma in cost accounting (2007) | Diploma in fundraising strategies (2005).

💼 PROFESSIONAL EXPERIENCE

Affiliations

- Professor, **Information Systems Department** at the University Center for Economic and Administrative Sciences (CUCEA), **University of Guadalajara**.
- Associated Member of the **Institute of Data Science and Artificial Intelligence** (DATAI) of the **University of Navarra**
- Visiting Scholar for lecturing and research at **DCU Business School, Dublin City University**

Assistant Professor | DCU Business School, Dublin City University

JANUARY 2024 – TO DATE

Lecturer of Business and Professional Ethics & Ethics for Business and Technology at DCU Business School and a Visiting Scholar at the Irish Institute of Digital Business (IIDB).

Professor (on study leave) | UdeG

MARCH 2011 – TO DATE

I achieved tenure as a Full Professor in 2015. I've taught in diverse programs, including the Bachelor of Information Systems, Bachelor of International Business, Bachelor of Administration, and Master of Learning Technologies.

Administrative Secretary| CUCEA, CUVALLES & CUSUR, UdeG

APRIL 2013 – AUGUST 2021

In a capacity equivalent to Vice-president, I oversaw the Finance, Admissions, Estates, and Human Resources departments across three distinct campuses at the University of Guadalajara.

Head of the Learning Technologies | CIEP, UdeG

FEBRUARY 2007 – APRIL 2012

I led the design and execution of ICT strategies within the academic programs of the University Network of Jalisco. My role was under the purview of the Coordination of Educational Innovation and Undergraduate Level at the University of Guadalajara.

Multimedia Technologist | CUCEA, UdeG.
FEBRUARY 2005 – APRIL 2007

I coordinated the Multimedia Production Laboratory (PRODULAB), where undergraduate and postgraduate students did their internships. I also oversee the Audiovisual and Multimedia Production professional development workshops during this time.

Graphic Designer / Web developer| CUCEA, UdeG.
MARCH 2001 – FEBRUARY 2005

As head of the Graphic Design Department, I was responsible for the team in charge of the visual institutional image. As head of the Web Development area, I coordinated the team that developed the site http://www.cucea.udg.mx and related sites.

PUBLICATIONS AND RESEARCH

My research primarily explores the ethical dimensions of artificial intelligence across the business, economic and societal contexts.

- Daza, M. T. (2024, forthcoming). **Metamorphosis: Facebook's Strategic Transformation into Meta**. In Y. Shachmurove & K. Klimczak (Eds.), Strategic response to turbulence: Lessons from real shocks (Chap. 2).

- Valdez Zepeda, Andres, Aréchiga, Daniel, & Daza, Marco Tulio (2024). **Inteligencia artificial y su uso en las campañas electorales en sistemas democráticos (Artificial Intelligence and its Use in Electoral Campaigns in Democratic Systems).** Revista Venezolana De Gerencia, 29 (105), 63-76. DOI: 10.52080/rvgluz.29.105.5

- Sison, Alejo Jose G. and Daza, Marco Tulio and Gozalo-Brizuela, Roberto and Garrido Merchán, Eduardo César, (2023). **ChatGPT: More than a "Weapon of Mass Deception" Ethical challenges and responses from the Human-Centered Artificial Intelligence (HCAI) perspective**. International Journal of Human–Computer Interaction. https://doi.org/10.1080/10447318.2023.2225931

- Daza, M. T., Arechiga, D., & Iñiguez-Carrillo, A. L. (2023). **La IA Generativa en la Educación Superior: El Caso de ChatGPT (Generative AI in Higher Education: The Case of ChatGPT).** in J. Lozoya Arandia, M. C. López De La Madrid, & O. J. Macías Macías (Eds.), Disrupciones Académicas: Educación, Tecnología, Naturaleza (pp. 131–142). Editoriales e Industrias Creativas de México SA de CV. ISBN 978-607-8618-31-6

- Daza, M.T., Ilozumba U.J., (2022) **A Systematic Literature Review of ethics of AI in business publications: maps and trends**. Front. Psychol. 13:1042661. https://doi.org/10.3389/fpsyg.2022.1042661

- Padilla Barbosa, L., Ramírez Chávez, J., Daza Ramírez, L.E., Daza Ramírez, M.T., & Osuna Quiroz, R., (2019). **La contabilidad de dirección estratégica: Visión para el diseño de su sistema informativo (Strategic management accounting: A vision for the design of your information system).** Zapopan, México: Universidad de Guadalajara. ISBN: 978-607-547-589-9

- Daza, M. T., Hidalgo, S., & Orozco, M. (2016). **Producción de recurso multimedia para desarrollo de aprendizaje**. *Revista Electrónica sobre Cuerpos Académicos y Grupos de Investigación en Iberoamérica*, 3(2), 1-15.

- Hidalgo Pérez, S. E., Orozco Aguirre, M. del S., & Daza Ramírez, M. T. (2015). **Trabajando con Aprendizaje Ubicuo en los alumnos que cursan la materia de Tecnologías de la Información (Ubiquitous Learning in working with students taking the subject of Information Technology)**. RIDE Revista Iberoamericana Para La Investigación Y El Desarrollo Educativo, 6(11), 605 - 621. http://www.ride.org.mx/index.php/RIDE/article/view/141

- Daza Mercado, M.A., Ramírez Chávez, J, Rodriguez Amezcua, G., Caramón Loyo, H.A., Llontop Pisfil, M., Daza Ramírez, M.T., (2008). **Introducción a la estadística (Introduction to statistics)**. Zapopan, Mexico: Universidad de Guadalajara. ISBN 978-970-27-1425-5.

- Daza Ramírez, M.T., (2007). **Laboratorio de Producción Audiovisual y Multimedia: PRODULAB para la Red Universitaria (Audiovisual and Multimedia Production Lab, PRODULAB for the University Network)** [Unpublished Master's Thesis]. University of Guadalajara.

FELLOWSHIPS, AWARDS, AND FUNDING

- Research Grant from the Notre Dame-IBM Technology Ethics Lab: "Guidelines for the Fair

- German Academic Exchange Service (DAAD) Alumni. UNILEAD (2020).

and Responsible Use of LLMs among College Undergraduates" (2023).

- Travel Grant & Scholarship to participate in "The Business and Classical Liberalism Seminar" co-sponsored by Academy on Capitalism, The American Institute for Economic Research, and the Stephenson Institute at Wabash College.
- Calihan Academic Grant from the Acton Institute (2023).
- The Polish National Agency for Academic Exchange (NAWA), and the European Social Fund. Research stay at Lodz (2022).

- Funding from the Institute for Humane Studies at George Mason University & The Liberty Fund to participate in Discussion Colloquia and Research Seminars (2023).
- Mobility Grant for the attainment of the 'International Doctor' distinction (2023). University of Navarra
- Young researcher of the Jalisco State System of Researchers (2009).
- CONACYT High Quality Postgraduate Fellow (2005-2007)

PROFESSIONAL & ACADEMIC DEVELOPMENT

- The Is and Ought of Business Ethics October 4th - 6th, 2023 WCGE and the Martin-Luther-University Halle-Wittenberg, Germany.
- Society for Business Ethics Annual Conference August 4th - 6th of 2023. Boston, MA.
- AI and the Future of Work Symposium Institute for Humane Studies. August 3rd, 2023. Boston, MA.
- Discussion Colloquium: A Responsible Singularity: Tech Ethics and Unpredictable Change. Institute for Humane Studies. March 10th to March 12th of 2023. Washington DC.
- Discussion Colloquia: Social Trust and the Future of Democracy Institute for Humane Studies. A series of 4 online seminars. February to May of 2023.
- Le Bien, le Juste, l'Utile. Introduction aux éthiques philosophiques. Online course by University of Geneva. September 2022.
- Big Data, Artificial Intelligence, and Ethics. Online course by University of California, Davis. March 2022.

- Research Stay at the Lodz University of Technology, Poland. Participated in Research Seminar, Digital Ethics, and Strategic Economic Thinking classes. December 2022.
- 18th Annual Global Business Ethics Teaching Workshop. June of 2022. Bentley University, Boston, MA.
- DIES University Leadership and Management Training Course (UNILEAD). January to September 2020 in Carl Von Ossietzky, Universität, Oldenburg, Germany.
- 7th International Congress on Education and Learning. Paper presentation at the Université Paris Diderot. Paris, France. July 18-20, 2018.
- 5th International Congress on Social Sciences. Paper presentation at the Universidad Rey Juan Carlos, Madrid, Spain. July 12-14, 2017.
- III International Seminar of Leadership and Innovation in Higher Education. July of 2016 at Harvard University, Boston College, Babson College, and Massachusetts Institute of Technology.

SKILLS

- English Level C1 (TOEFL PBT 610; TOEFL iBT 107; Aptis 191/200)
- French: Basic reading and comprehension.
- Data collection and analysis of information
- Leadership, teamwork, and communication skills

- Proficient in using Microsoft Excel for data analysis and manipulation.
- Basic Python.
- Hobbyist in photography, graphic design, web development, and multimedia

OTHER RELEVANT ACTIVITIES

- Guest Editor for Springer Philosophy of Management. Special Issue: "The AI Revolution: Perspectives from the Philosophy of Management" 2024-2025.
- Participated in establishing the UNESCO Chair of Youth at the University of Guadalajara.
- Contributed (2010-2012) to the OECD's "Assessment of Higher Education Learning Outcomes" (AHELO) A survey on knowledge and skills acquired in bachelor's level degrees.

- Led the development of multiple software systems at the University of Guadalajara, including SICA, SPASA, SISECA, Document Validation System, and CREA, among others.