



MARCO TULIO DAZA RAMÍREZ

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Tulio Daza 
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EDUCATION

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

2021 – Anticipated Graduation Date: 2025. Research in AI Ethics & Effects of Technology on Society and the Economy

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 international credits at the Open University of Catalonia (Spain). CONACYT 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**
- Member of the **Virtue Ethics in Business (VEiB) Research Group** of the School of Economics and Business of the **University of Navarra**

Assistant Professor | DCU Business School, Dublin City University

JANUARY 2024 – AUGUST 2024

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

Administrative Secretary (Equivalent to Deputy Vice-Chancellor for Operations and Administration) | CUCEA, CUVALLES & CUSUR campuses, UdeG

APRIL 2013 – AUGUST 2021

Led **operations, finance, and human resources** across three campuses, overseeing major projects in administrative leadership and institutional development. Spearheaded technology-driven solutions that increased efficiency and operational scalability. Built and maintained strong relationships with academic leaders, industry partners, and donors, contributing to successful fundraising and institutional growth.

Professor (on study leave) | CUCEA, 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.

Head of the Learning Technologies Department | UdeG

FEBRUARY 2007 – APRIL 2012

Led the design and execution of **ICT strategies** and operational frameworks, developing solutions that improved academic and administrative processes.

Multimedia Technologist | CUCEA, UdeG.

FEBRUARY 2005 – APRIL 2007

I led the Multimedia Production Laboratory (PRODULAB), overseeing student internships and professional development workshops.



SELECTED PUBLICATIONS AND RESEARCH

My research focuses on AI ethics and the societal and economic impacts of technology. Utilizing a neo-Aristotelian virtue ethics framework, I advocate for liberalism as the foundational ideal toward which societies should aim.

- Daza, M. T. (2025, in press). **Metamorphosis: Facebook's Strategic Transformation into Meta**. In Y. Shachmurove & K. Klimczak (Eds.), *Strategic response to turbulence: Lessons from real shocks* (Chap. 2). Edward Elgar Publishing.
- 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>
- 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](https://doi.org/10.52080/rvgluz.29.105.5)
- 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.



KEY PROJECTS AND LEADERSHIP ACHIEVEMENTS

- Selected by the European Commission to contribute to the drafting of the **General-Purpose AI Code of Practice** under the AI Act.
- Developed and led the "**Audiovisual Production Diploma**" program at the University of Guadalajara, overseeing curriculum design, course direction, and program implementation
- Played a key role 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 **IT systems** at the University of Guadalajara, including SICA, SPASA, SISECA, Document Validation System, and CREA, resulting in improved administrative efficiency and accuracy.



FELLOWSHIPS, AWARDS, AND FUNDING

- Travel Grant & Scholarship to participate in Summer Seminar at University of Illinois at Springfield co-sponsored by Academy on Capitalism, The American Institute for Economic Research, and the Stephenson Institute at Wabash College.
- Research Grant from the Notre Dame-IBM Technology Ethics Lab: "Guidelines for the Fair and Responsible Use of LLMs among College Undergraduates" (2023).
- German Academic Exchange Service (DAAD) Alumni. UNILEAD (2020).
- Mobility Grant for the attainment of the 'International Doctor' distinction (2023). University of Navarra
- Funding from the Institute for Humane Studies at George Mason University & The Liberty Fund to participate in Discussion Colloquia and Research Seminars (2023).

- 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).
- Young researcher of the Jalisco (Mexico) State System of Researchers (2009).
- Mexican National Council of Science and Technology (CONACYT) High Quality Postgraduate Fellow (2005-2007)



PROFESSIONAL & ACADEMIC DEVELOPMENT

- **The Classical Liberalism and Business Seminar.** July 21st – 27th, 2024. University of Illinois at Springfield.
- **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 - 12th, 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.



KEY SKILLS

- **Strategic Leadership:** Proven ability to lead large, complex projects and teams in both academic and administrative settings.
- **Multidisciplinary Expertise:** Combines knowledge in **AI ethics, philosophy, management, and technological innovation.**
- **Operational Efficiency:** Expertise in managing operations, and budgets.
- **Project Management:** Proficient in overseeing multiple initiatives simultaneously, with attention to detail.
- Lifelong Learner.
- English Level C1 (TOEFL PBT 610; TOEFL iBT 107; Aptis 191/200); French: Basic reading and comprehension; Spanish: Native.
- Data collection and analysis of information: Proficient in Microsoft Excel, Basic Python.
- Hobbyist in photography, graphic design, web development, and multimedia