



MARCO TULIO DAZA RAMÍREZ

Mexico | Spain

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Tulio Daza

tulio.daza.pro



EDUCATION

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

2021 – Anticipated Graduation Date: 2026. 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 UOC (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**

Professor (on study leave) | Universidad de Guadalajara

MARCH 2011 – TO DATE

Achieved tenure as Full Professor in 2015. Taught across diverse programs, including Information Systems, International Business, Administration, and Learning Technologies.

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 a Visiting Scholar at the Irish Institute of Digital Business (IIDB).

Administrative Secretary | CUCEA, CUVALLES & CUSUR, UdeG

APRIL 2013 – AUGUST 2021

In a capacity equivalent to Vice-president for Operations and Administration, I oversaw the Finance, Admissions, Estates, and Human Resources departments. Managed key administrative projects and contributed to long-term institutional development. Implemented technology-based solutions to improve efficiency and support operational growth. Collaborated closely with academic leadership, industry partners, and donors, supporting fundraising efforts and strengthening external relations.

Head of the Learning Technologies | CIEP, UdeG

FEBRUARY 2007 – APRIL 2012

Designed and implemented **ICT strategies** and operational frameworks improving academic and administrative processes across all campuses of the University of Guadalajara.

Multimedia Technologist | CUCEA, UdeG.

FEBRUARY 2005 – APRIL 2007

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

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.



SELECTED PUBLICATIONS AND RESEARCH

My research explores the ethical dimensions of AI across economic and societal contexts.

- 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.
- 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)
- 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>
- 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

- The Institute for Humane Studies at George Mason University. Publication Grant (2025).
- The Institute for Humane Studies at George Mason University & The Liberty Fund. Travel fund for academic colloquia, research seminars (2023).
- The Acton Institute. Calihan Academic Grant (2023).
- Notre Dame-IBM Technology Ethics Lab. Research Grant: "Guidelines for the Fair and Responsible Use of LLMs among College Undergraduates" (2023).
- Mobility Grant for the attainment of the 'International Doctor' distinction. University of Navarra (2023).
- The Polish National Agency for Academic Exchange (NAWA), and the European Social Fund. Research stay at Lodz (2022).
- German Academic Exchange Service (DAAD) alumni UNILEAD (2020).
- Young researcher of the Jalisco State System of Researchers (2009).
- 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, USA — Co-sponsored by the Academy on Capitalism, the American Institute for Economic Research, and the Stephenson Institute at Wabash College.
- **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.



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.
- Skilled in photography, graphic design, and multimedia/web development, with experience in creative software and a passion for visual storytelling



OTHER RELEVANT ACTIVITIES

- 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 resulting in improved administrative efficiency.