



MARCO TULIO DAZA RAMÍREZ

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EDUCATION

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

2021 – Anticipated Graduation Date: 2026. Research in AI Ethics & Effects of Technology on Business and Society.

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

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

BBA in Information Systems | University of Guadalajara (UdeG) - CUCEA

2000-2004. 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**
- Carl Menger Fellow, Mercatus Center at **George Mason University** (2025 – 2026)

Professor (on leave) | Universidad de Guadalajara

MARCH 2011 – PRESENT

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

Research Stay & Visiting Scholar | 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.

Founder & Director | AVM Organización de Eventos

JANUARY 2005 – JUNE 2021

Founded and led all aspects of a full-service catering and events company, managing strategy, operations, and client relations. Delivered corporate, academic, and social events with a focus on quality, efficiency, and team coordination.

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 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

Overseeing 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-Ramírez, M.T. (2025) **Meta's privacy practices on Facebook: compliance, integrity, and a framework for excellence**. Discov Artif Intell 5, 139.
- Poveda, J. L., Díaz, E., Daza, M. T., & Cantalapiedra, A. (2025). *Libro blanco: Un enfoque práctico, ético y normativo para desarrollar un estándar de certificación de IA en el ámbito laboral*. Comunicación de Valor Añadido S.L.U. ISBN: 978-84-09-73740-6
- Daza-Ramírez, 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.
- Daza Ramírez, M. T., Lozoya Arandia, J., & Valdez Zepeda, A. (2025). **Nuevos horizontes, viejas preocupaciones: Inteligencia artificial, ética y derechos humanos**. In C. G. Ruvalcaba Gómez, R. Padilla Padilla, & A. Hernández Barrón (Eds.), *Inteligencia artificial y derechos humanos: Debate actual y de futuro (Tomo V)* (pp. 198-216). Tirant Lo Blanch. ISBN 9788410959941
- 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: [10.5208/rvgluz.29.105.5](https://doi.org/10.5208/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., Illozumba 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>



KEY SKILLS

- **Bilingual Instruction & Academic Development:** Fluent in English - C1 (TOEFL PBT 610; TOEFL iBT 107; Aptis 191/200), Spanish (Native), and basic reading in French; adept at designing and delivering curriculum in multicultural settings
- **Strategic Leadership:** Extensive experience leading large, complex projects and teams in both academic and administrative settings.
- **Project Management:** Skilled in planning, coordinating, and delivering multiple initiatives in higher education and industry contexts.
- **Management Information Systems (MIS) & ERP** – Experience in designing, implementing, and managing IT and ERP solutions.
- **Data Analysis & Business Intelligence:** Proficient in extracting, analyzing, and visualizing data to support decision-making.
- **Digital Communication:** Experienced in managing institutional online presence, digital communications strategy, and content development.



FELLOWSHIPS, AWARDS, AND FUNDING

- Carl Menger Fellowship. Advanced seminars on political economy, markets, and societal
- The Acton Institute. Calihan Grant (2023).

- flourishing. Mercatus Center, George Mason University (2025-2026).
- Institute for Humane Studies. Expense Support Award for AI Tool Experimentation (2025–2026)
- IA+Igual Research Project. AI Bias and equity at the workplace. Funded by the Community of Madrid and NextGenerationEU (2024–2025).
- Institute for Humane Studies at George Mason University. Publication Grant (2025).
- Institute for Humane Studies & The Liberty Fund. Travel grants for academic colloquia & research seminars (2023).
- Notre Dame-IBM Technology Ethics Lab. Research Grant: "Guidelines for the Fair and Responsible Use of LLMs" (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

- **Workshop on Teaching Professional Business Ethics.** May 29th – 30th, 2025. University of Georgetown, Washington DC.
- **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.
- **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.** University of Geneva. September 2022.
- **Big Data, Artificial Intelligence, and Ethics.** 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.
- **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 PROJECTS AND LEADERSHIP ACHIEVEMENTS

- Participated in the drafting of the *General-Purpose AI Code of Practice* under the AI Act of the European Commission.
- Designed and implemented an ERP-based platform for membership and operations management for a political organization (*Hagamos Redes*).
- Developed institutional **IT and data management systems**, integrating ERP functionalities.
- 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.