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## INTO 2014 - Social Media & Tourism Industry CV Ana María Munar

Ana María Munar, Associate Professor at the Department of International Economics and Management, Copenhagen Business School, Denmark (E-mail: amm.int@cbs.dk) holds a PhD in Business and Economics from the University of the Balearic Islands (Spain) and a M.Sc. in Political Science. Her research interests are in digital media in tourism and cultural industries, destination branding, globalization processes, policy and trends in tourism education. Her latest work provides insights on the impact that digital technologies have on tourism cultures and experiences. Her publications examine the role of information technologies and digitization on cultural change and social reproduction. She has international publications on the topics of digital studies, destination branding, globalization and on tourism education. Ana María was the former Director of the Office for European Convergence and Harmonization of the University of the Balearic Islands and Associate Director of the Master in Tourism and Environmental Economics of this university. She is a board member of Imagine..Creative Industries Research Center and a member of the Center for Leisure and Culture Services at Copenhagen Business School.

