

I am a senior lecturer in the Strategy, Marketing & Innovation School at the University of Portsmouth. My research focuses on the intersection of digital technologies and business, exploring areas such as digital transformation, blockchain, and marketing analytics. With a background in both law and business, I bring an interdisciplinary perspective to understanding technological change. I received my PhD in Economics, Finance and Management from Pompeu Fabra University, Spain, building on my earlier degrees in law and business administration

My research explores the intersection of technology, business and marketing strategy, with a particular focus on digital transformation, blockchain and marketing analytics. I examine how digital technologies can reshape industries and improve business practices, particularly through the lens of blockchain and distributed ledger technologies (DLTs). I have worked on studies examining managerial opportunism and its impact on organisational efficiency, and title insurance pricing and its relationship to market concentration.

My work also includes exploring the application of blockchain in the exchange of land property rights, assessing both legal and technological challenges. In addition, I study the role of innovation ecosystems in promoting circular economy (CE) models, analysing how collaboration between different actors promotes sustainability and innovation.

My teaching responsibilities include a number of modules both at PG and UG level. I also supervise UG and PG dissertations within the fields of digital marketing, business and management.