

# Curriculum Vitae

Dr Ana Cruz García  
Academic researcher, Hincks Centre for Entrepreneurship Excellence,  
Lecturer in Spanish language and cultures,  
Dept. Marketing and International Business,  
School of Business,  
Munster Technological University,  
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## **Academic Experience**

***Academic Researcher in gender, migration and entrepreneurship  
Hincks Centre of Entrepreneurship Excellence,  
Munster Technological University, 2018-Present  
European and national projects and supervision:***

- 2025-2028 Lead supervisor of TU RISE fully funded PhD “Negotiating structures: the agency of migrant entrepreneurs”
- 2023-2025 Senior Eco-Nect (Establishing a sustainable European ecosystem for the ageing economy). Researcher.
- 2024 ‘Advancing Excellence in Evidence-Based Entrepreneurship Education’, National Forum Open course for the Enhancement of Teaching and Learning in Higher Education. Leader and researcher.
- 2020-2023 WeRin (Women entrepreneurship in regional and inclusive ecosystems). Work package leader and researcher.
- 2020-2023 MIENAT (Methodologies of interpretation in European natural heritage and tourism). Project manager for MTU. Work package leader and researcher.
- 2018-2021 Ruralfemmes (Entrepreneurial skills for women in rural areas). Researcher.
- 2020-2023 ScreenMeNet (Screen media entrepreneurship). Researcher.

***Lecturer in Spanish language and cultures  
Munster Technological University, 2007-Present  
Other responsibilities:***

- Supervision of Master students in the MA in International Business, 2017-present.
- Fourth-year coordinator of the degree *International Business with Language*, 2016-present.

- Outgoing and incoming Erasmus coordinator, 2016-present.

***Assistant Lecturer in Spanish language and Latin American cultures***  
***Dept. Spanish, Portuguese and Latin American Studies, University College Cork***  
***2003- 2012***

- Design and teaching of the following modules: “Gender, Writing and Politics in Mexico”; “Women and Popular Fiction in Mexico” and “Chicano Literature and Cinema”.

***Spanish Assistant, Mount Royal College, Calgary, Alberta, Canada, 1999-2000***

### **Education**

***Bachelor of Business in Management*** ***2011 –2015***  
 Munster Technological University

***PhD in Gender and Latin American Studies*** ***2003–2007***  
 University College Cork  
 Topic: The representation of the figure of the madwoman in Mexican and Chicana (Mexican-American) women writers: *(Re(de)generating identities: Madness, femininity and liberalisation in the work of Elena Garro, Susana Págado, Ana Castillo and María Amparo Escandón*

***BA in Languages (English major and Italian & French minors)*** ***1995- 1999***  
 University of Granada and University College Cork (Erasmus year)

### **Publications in Entrepreneurship, Marketing and Tourism**

#### **Articles**

Cruz García, A. and Villares-Varela, M. (2023). Contesting the boundaries of marianismo and entrepreneurial identity: meanings of motherhood amongst Latin American migrant women entrepreneurs. *International Journal of Gender and Entrepreneurship* 15(2), 149-169. <https://doi.org/10.1108/IJGE-06-2022-0102>

Pérez Sánchez, M., Casanoves Boix, J., Cruz García, A. (2023). The digital promotion of sustainable consumption in the G2C relationship. Urgent policy for the future *International Visual Culture Review / Revista Internacional de Cultura Visual* <https://doi.org/10.37467/revvisual.v10.4565>

#### **Book chapters**

Cruz García, A., Davis, S. (2025). Blame narratives: Contesting gender neutrality in the entrepreneurial ecosystem, in *Gendering Entrepreneurial Ecosystems: Levelling the Field*. Ed by Breivik-Meyer, M., Lindvert, M., Callerstig, A. C., Balkmar, D., and Alsos, G. A. (Eds.). Taylor and Francis.

Casanoves-Boix, J., Cruz-García, A., García-Lafuente, S., and Pérez-Sánchez, M. (2024). Understanding the importance of brand equity on Higher Education: An empirical study of Irish public universities. *Diálogo frente a espejismo: ensayos sobre pensamiento y sociedad en el mundo contemporáneo*. Ed Dykinson, 268-306.

Casanoves Boix, J., Cruz García, A., Küster-Boluda, I. (2022), The perception of employees in the construction of university brand: Spanish context case study, in *Education Applications and Developments: Advances in Education and Educational Trends* (Science Press, Portugal) ed. Karmo, M. pp. 299-311.

#### Books

Cruz-García, A., Ward, A., Millar, S., O'Donnell, U. and Murray, N. (2023), "Geoparks, Coastal Landscape, Inanimate Nature". In *Interpretation of European Nature Heritage in Tourism*, ed. Jarolímková, L. Prague University of Economics and Business.

### **Publications in Cultures and Literatures**

#### Books

(2009) *Re(de-)generando identidades: Locura, feminidad y liberalización en la obra de Elena Garro, Susana Págado, Ana Castillo y María Amparo Escandón* (trans. *Re(de-)generating identities: Madness, femininity and liberalisation in the work of Elena Garro, Susana Págado, Ana Castillo and María Amparo Escandón*) Peter Lang: New York.

#### Sections in Books

(2010) 'Living in Constant *fuereñez*: Writing and the Self in *Antonia* by María Luisa Puga' in *The Boom Femenino: Reading Contemporary Mexican Women's Writing*, Finnegan, N. and Lavery, J (eds.). Cambridge Scholars Publishing, Newcastle upon Tyne, pp. 128-140.

#### Articles

(2020) 'Imaginar ciudades': A Concrete Individual, an Imagined Community' *Journal of Gender and Sexuality Studies* 46(1-2) pp. 85-107. <https://doi.org/10.14321/jgendsexustud.46.1-2.0085>

(2017) 'Maria Luisa Puga'. *The Literary Encyclopedia*. <https://www.litencyc.com/php/speople.php?rec=true&UID=13907>.

(2010) 'Looking at Purity in Mexico?: By-Passing the Prostitute and the Border/First World in the film *Santitos*', *Hispanic Research Journal* 11(4), pp. 227-240.

(2009) 'La (re)/(de)generación de la identidad: Imágenes de incesto en *Pedro Páramo* e *Y si yo fuera Susana San Juan*', *Hispanic Journal*, 29(2), pp. 25-36.

(2008) 'Identidad, escritura y ambivalencia en *Y si yo fuera Susana San Juan* de Susana Pámano', *Journal of Iberian and Latin American Studies*, 14(2-3), pp. 123-131.

### **Current Professional Membership**

- International Journal of Gender and Entrepreneurship (reviewer)
- International Journal of Entrepreneurship Behaviour and Research (reviewer)
- Gender and Enterprise Network in Institute for Small Business and Entrepreneurship (ISBE) (member)
- European Council for Small Business and Entrepreneurship (member)
- ELE Éirinn, Association of Spanish Teachers in Ireland. Organization Committee (Treasurer and secretary)
- Association of Hispanists of Great Britain and Ireland (member)

### **Representative Boards/Industry Links/Experience**

External examiner at Sligo Institute of Technology (2015-2019), Galway-Mayo Institute of Technology (2018-2022) and South West Technological University (2024-2028)

Career and work placement offices at the University of Murcia (UCAM), Alicante, Valencia (UEV), Madrid (UEM), University of the Basque Country and University of Girona.