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**Frederic Marimon** has a Ph.D. in Business Administration and is a tenured professor at the Universitat Internacional de Catalunya. He received a degree in Industrial Engineering from Polytechnic University of Catalonia in Barcelona, and earned a Master in Business and Administration from IESE in Barcelona. He is focused on operations management, mainly in quality, e-quality measurement, and in services companies. He has been published in international academic journals, most of which are in the quality management area, and also some papers that analyze the diffusion phenomenon of management standards.