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Dagoberto Páramo Morales is a marketing associate lecturer in the Business School of Universidad del Norte, Colombia. He is director of the Marketing Research Group and the Editor of "Pensamiento y Gestión" Journal. He got a PhD in Economics and Social Sciences with emphasis in Business Management (Marketing) at Geneva University, Switzerland. He received a MBA (M.A) from Tulane University in USA. He obtained a Master in International Management from the Université Catholique de Louvain in Belgium. He got his Professional Marketing Degree from the Universidad de Ejecutivos de Ventas y Mercadotecnia, México. He is an invited lecturer in national and international universities (Uruguay, Argentina, Peru, Chile, México). He has published 23 marketing books and numerous articles and essays in national and international journals where he has exposed his marketing conceptions and his experience as a researcher. He has been a columnist for national and regional newspapers. He has been promoting and developing a new concept of marketing called "Ethnomarketing, the marketing cultural dimension", whose principles and precepts are being applied in various companies in Colombia, where he has been an advisor and business consultant. He is the promoter of the "Colombian Marketing" concept in which he puts particular emphasis on the weight that the environment has in marketing decisions. It has been the impeller of the development of a new conception of administration and management of the micro and small companies that responds to its own specificities and where the classic vision of the administration does not have applicability.