



Comercialización e Investigación de Mercados

Áreas de conocimiento: Comercialización e Investigación de Mercados

Director: Francisco J. Liébana Cabanillas

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Página web: <http://cim.ugr.es> ; <http://marketing.ugr.es>

Profesorado: CU: 1, PTU: 9, PTEU: 0, PDI Contratado: 28 y Otros: 2

Tesis leídas

- User behavior analysis and modeling. Special emphasis on advertising effectiveness through the eye-tracking methodology

Doctorando: Janet Hernández Méndez

Director: Francisco Muñoz Leiva

Fecha de lectura: 16/10/2015

Grupos de Investigación.

SEJ241ADMINISTRACION DE EMPRESAS Y MARKETING (ADEMAR)

- Responsable: TEODORO LUQUE MARTINEZ

Dirección y participación en Proyectos I+D

- 2015 Anlisis de la Contribucin en los Dispositivos Inteligentes al Cuidado de la Salud y a la Prctica

Deportiva a travs del Valor Aportado a sus Usuarios, CEI BIOTIC, 01/01/- 2015 -31/12/- 2015

Investigador/a: CASTAÑEDA GARCIA, JOSE ALBERTO

Investigador/a: SABIOTE ORTIZ, CARMEN MARIA

- ECO2012-39217. Contribucion de internet al posicionamiento de España como destino turistico. 21645 €. Dolores Maria Frías Jamilena.

- ECO2012-39576. Análisis de los mecanismos cognitivos y afectivos en el procesamiento de la

- Comunicacion medioambiental desde una perspectiva de neuromarketing. 29250 €. Francisco Muñoz Leiva

- P11- SEJ- 8104. Contribución de internet al valor de la marca Andalucía como destino turistico. 51750 €. Dolores Maria Frías Jamilena.

- P12-SEJ-2592. Estrategias de comunicación en redes sociales virtuales para el sector hotelero en Andalucía. Una perspectiva cross-cultural. 36675 €. Salvador del Barrio García.

- P12-SEJ-1980. El neuromarketing como herramienta de comprensión de los mecanimos cognitivos y fectvios que rigen el procesamiento de la comunicación tendente a conseguir un Comportamiento de consumo medioambientalmente responsable. 64745 €. Juan Sánchez Fernández.

Publicaciones en revistas

- 2016 Artículo: Do online discounts and free gifts damage service brand image? the moderating role of promotion-proneness, Service Business, 10, 1, 31-58

BARRIO GARCIA, SALVADOR DEL

CRESPO ALMENDROS, ESMERALDA

- 2016 Artículo: The moderator role of web design and culture of the country in the online consumer

response. An application to tourism destination, European Research on Management and Business

Economics, 22, 2, 78-87

ALCANTARA PILAR, JUAN MIGUEL

BARRIO GARCIA, SALVADOR DEL

- 2016 Artículo: Decision Support System to Determine Intention to Use Mobile Payment Systems on

Social Networks: A Methodological Analysis, International Journal of Intelligent Systems, 31, 2,

LIEBANA CABANILLAS, FRANCISCO J.

- 2016 Artículo: Online Airline Ticket Purchasing: Influence of Online Sales Promotion Type and Internet

Experience, Journal of air transport management, 53, Junio, 23-35

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CRESPO ALMENDROS, ESMERALDA

- 2016 Artículo en prensa: Do adhocracy and market cultures facilitate firm-wide Integrated Marketing

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BARRIO GARCIA, SALVADOR DEL

CRESPO ALMENDROS, ESMERALDA

PORCU , LUCIA

- 2016 Artículo en prensa: The moderating role of language on perceived risk and information-processing

online, Journal of Global Information Management, In Press, , -

ALCANTARA PILAR, JUAN MIGUEL

BARRIO GARCIA, SALVADOR DEL

- 2016 Artículo en prensa: Antecedents of affect toward a travel destination in an online environment,



- Journal of Destination Marketing & Management, In Press, , -
ALCANTARA PILAR, JUAN MIGUEL
BARRIO GARCIA, SALVADOR DEL
- 2015 Artículo: Discovering prominent themes of Integrated Marketing Communication research from 1991 to 2012: A co-word analytic approach, *International Journal of Advertising*, 34, 4, 678-701
BARRIO GARCIA, SALVADOR DEL
MUÑOZ LEIVA, FRANCISCO
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- 2015 Artículo: Cross-cultural comparison of the relationships among perceived risk online, perceived usability and satisfaction during browsing of a tourist website, *Tourism & Management Studies*, 11, 1, 15-25
ALCANTARA PILAR, JUAN MIGUEL
BARRIO GARCIA, SALVADOR DEL
CRESPO ALMENDROS, ESMERALDA
- 2015 Artículo: What type of online sales promotion do airline users prefer? Analysis of the moderating role of users' online experience level, *Tourism & Management Studies*, 11, 1, 52-61
ALCANTARA PILAR, JUAN MIGUEL
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- 2015 Artículo: MOTIVATIONAL DUALITY IN ONLINE CONSUMER BEHAVIOUR: WEBSITE USABILITY AND FLOW STATE AS MODERATING FACTORS, *International Journal of Business and Economics*, 14, 2, 79-104
ALCANTARA PILAR, JUAN MIGUEL
- 2015 Artículo: Antecedents of attitude toward the website: The moderating role of long-term orientation and individualism, *Cross Cultural Management*, 22, 3, 379-404
ALCANTARA PILAR, JUAN MIGUEL
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- 2015 Artículo en prensa: Behavioural model of younger users in m-payment systems, *Journal of Organizational Computing and Electronic Commerce*, , , -
LIEBANA CABANILLAS, FRANCISCO J.
SANCHEZ FERNANDEZ, JUAN
- 2015 Artículo: Neuroscience Meets Environmentalism: How Consumers Emotionally Process Green Advertising. A Psychophysiological Approach for Measuring Response to Messaging, *Journal of Advertising Research*, 55, 2, 192-205
MARTINEZ FIESTAS, MYRIAM
MONTORO RIOS, FRANCISCO JAVIER
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- 2015 Artículo: Expert versus novice users: Comparative analysis of the effectiveness of online discounts and gifts, *Revista española de investigación de marketing ESIC*, 19, 1, 28-44
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- 2015 Artículo: Perception of Occupational Risk of Firefighters in Quito (Ecuador), *Fire Technology*, , , 1-21
MARTINEZ FIESTAS, MYRIAM
- 2015 Artículo: The perceived risk and safety management, *Revista de la Universidad Industrial de Santander. Salud*, 47, 1, 23-32
MARTINEZ FIESTAS, MYRIAM
- 2015 Artículo: Scale of spectators' motivations at soccer events, *Soccer and Society*, 17, 1, 58-71
MONTORO RIOS, FRANCISCO JAVIER
- 2015 Artículo: User behaviour in QR mobile payment system: the QR Payment Acceptance Model., *TECHNOLOGY ANALYSIS & STRATEGIC MANAGEMENT*, , , 1-19
MONTORO RIOS, FRANCISCO JAVIER
- 2015 Artículo: Determinants of the intention to use NFC technology as a payment system: an acceptance



- model approach, *Information Systems and e-Business Management*, 13, , 1-22
- LIEBANA CABANILLAS, FRANCISCO J.
- MONTORO RIOS, FRANCISCO JAVIER
- 2015 Artículo: Actividad investigadora y contexto económico. El caso de las universidades públicas españolas., *Revista Española de Documentación Científica*, 38, 1, 1-16
- LUQUE MARTINEZ, TEODORO
- 2015 Artículo: THE CONTRIBUTION OF WEBSITE DESIGN TO THE GENERATION OF TOURIST DESTINATION IMAGE: THE MODERATING EFFECT OF INVOLVEMENT, *Tourism Management*, 47, , 303-317
- CASTAÑEDA GARCIA, JOSE ALBERTO
- FRIAS JAMILENA, DOLORES MARIA
- RODRIGUEZ MOLINA, MIGUEL ANGEL
- 2015 Artículo: Capital humano, formación universitaria y empleo. El caso de los egresados de Física, *REVISTA ESPAÑOLA DE FÍSICA (R.S.E.F.)*, 29, 1, 41-44
- LUQUE MARTINEZ, TEODORO
- 2015 Artículo: Overall perceived value of a tourism service: Analysing the spillover effect between electronic channel and consumption of the hotel service, *Tourism and Hospitality Research*, , -
- CASTAÑEDA GARCIA, JOSE ALBERTO
- FRIAS JAMILENA, DOLORES MARIA
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- 2015 Artículo: Mobile Tourism Consumer Profile: An approach to experienced users, *Dos Algarves: A Multidisciplinary e-Journal*, 26, 1, 27-46
- MUÑOZ LEIVA, FRANCISCO
- 2015 Artículo: Personal Learning Environments Acceptance Model: the role of Need for cognition, e-learning satisfaction and students' perceptions, *Educational Technology & Society*, 18, 3, 129-141
- BARRIO GARCIA, SALVADOR DEL
- 2015 Artículo en prensa: Las consecuencias de navegar en español vs. inglés a la hora de desarrollar la lealtad hacia un destino turístico en internet, *CUADERNOS DE GESTIÓN*, online first, , 1-25
- ALCANTARA PILAR, JUAN MIGUEL
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- Ramos-de-Luna, I., Liébana-Cabanillas, F., Montoro-Ríos, F. & Rêgo-Graciano, A. (2015) Nuevas perspectivas sobre el comportamiento del consumidor para la adopción del pago móvil sin contacto. *Desenvolve Revista de Gestão do Unilasalle*, 4(1), p-65.

Libros (con ISBN)

- 2015 ANALYZING THE CULTURALLY DIVERSE CONSUMER IN THE GLOBAL MARKETPLACE: IGI Global, ,
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- 2015 Horizon 2031 The University of Granada in Light of its V Centenary. Reflections on the Future of the University: Universidad de Granada, Granada (España), - 2015 , 878-84-3385769-2
- LUQUE MARTINEZ, TEODORO
- 2015 Estudio de egresados de Másteres de la Universidad de Granada. La inserción laboral en el Campus de Excelencia BioTic (2011): Universidad de Granada, Granada, - 2015 , 978 - 84 - 338 - 5796
- DOÑA TOLEDO, LUIS
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Capítulos de libros (con ISBN)

- 2016 Titulo Capítulo: Examining the mediating role of Integrated Marketing Communication on the Relationship between Adhocracy Culture and Brand Advantage, Titulo Libro: *Advances in Advertising Research (Vol. VII). Bridging the Gap between Advertising Academia and Practice:* ALCANTARA PILAR, JUAN MIGUEL
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- 2016 Titulo Capítulo: Online information effects across culture, Titulo Libro: *International Encyclopedia of Intercultural Communication: Wiley-Blackwell*, , - 2016 ,
- BARRIO GARCIA, SALVADOR DEL
- 2015 Titulo Capítulo: A Review of Psycho- vs. Socio-Linguistics Theories: An Application to Marketing Research, Titulo Libro: *Analyzing the Cultural Diversity of Consumers in the Global Marketplace:* IGI Global., , - 2015 , 978-1-4666-8262-7
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- 2015 Titulo Capítulo: Projects as Knowledge Swirls in the Technological Innovation Romania's Situation, Titulo Libro: New Contributions in Information Systems and Technologies. Advances in Intelligent Systems and Computing: Springer, , - 2015 , 978-3-319-16485-4
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- 2015 Titulo Capítulo: University segmentation by research activity: the case of Spanish universities, Titulo Libro: The role of universities in promotion of cities and regions: Department of International Marketing and Retailing, , - 2015 , 978-83-63199-43-2
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- 2015 Titulo Capítulo: 'Working without Occupational Health and Safety Is a Thing of the Past': The Effectiveness of a Workplace Health and Safety Campaign in Andalusia (Spain), Titulo Libro: Innovations in social Marketing and Public Health Communication: Springer, , - 2015 , 978-3-319-REY PINO, JUAN MIGUEL
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Contribuciones en congresos

- 2015 Comunicación en congreso: Could the movies be an instrument for changing behaviors? An analysis of the strengthening of stereotypes of smoking through movie scenes, First International Conference for Positive Communication. Happiness and Communication: Lights and Shadows, 19/03/- 2015 , Universidad Loyola Andalucía, Sevilla, Congreso
REY PINO, JUAN MIGUEL
- 2015 Comunicación en congreso: Neuromarketing: The future of market research or a passing trend?, International Marketing Trends Conference, 23/01/- 2015 , ESCP Europe, París, Francia, Congreso
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ALCANTARA PILAR, JUAN MIGUEL
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- Liébana-Cabanillas, F., Kalinic, Z., Ramos de Luna, I. & Marinković, V. (2015). La adopción del pago móvil NFC: Un análisis cross-cultural entre España y Serbia. XXVII Congreso Nacional de Marketing. Pamplona (España) (9-11/09/2015)