

Rafael Bravo Gil

CONTACT

Rafael Bravo is an Associate Professor of Marketing at the University of Zaragoza.

His main line of research is brand management, both internally and externally, and applied to both tangible products and services. In recent years, this research has been focused primarily on the tourism industry and the banking sector. His Doctoral Thesis dealt with the analysis of consumer behaviour. Specifically, it focuses on family influences on the buying behaviour of young adults. These works have been presented in national and international conferences, as well as published in different scientific journals such as the Journal of Business Research, Corporate Social Responsibility and Environmental Management, International Journal of Bank Marketing.

Address: Faculty of Economics and Business. Campus Paraíso. Gran Vía, 2. CP: 50.005, Zaragoza

Internal Phone: 84 4669

External Phone: 876554669

E-mail: rbravo@unizar.es

RESEARCH

Latest publications:

Bravo, R.; Catalán, S & Pina, J.M. (in press): "Understanding how customers engage with social tourism websites", ***Journal of Hospitality and Tourism Technology***

Bravo, R.; Catalán, S & Pina, J.M. (2020): "Intergenerational differences in customer engagement behaviours: An analysis of social tourism websites", ***International Journal of Tourism Research***, Vol. 22 (2), pp. 182-191.

Bravo, R.; Catalán, S & Pina, J.M. (2019): "Analysing Teamwork in Higher Education: An Empirical Study on the Antecedents and Consequences of Team Cohesiveness", ***Studies in Higher Education***, Vol. 44 (7), pp. 1153-1165.

Bravo, R.; Martínez, E & Pina, J.M. (2019): "Effects of customers' perceptions in multichannel retail banking", ***International Journal of Bank Marketing***, Vol. 37 (5), pp. 1253-1274.

Bravo, R.; Melero, I. & Pérez, R. (2020): "Shopping resorts as vehicles of city marketing: The case of Puerto Venecia", ***Place Branding and Public Diplomacy***, Vol. 16 (2), pp. 187-194.

Bravo, R., Martínez, E & Pina, J.M. (2018) "Effects of service experience on customer responses to a hotel chain", ***International Journal of Contemporary Hospitality Management***, Vol. 24, pp. 25-34

Bravo, R.; Cambra, J.; Centeno, E. & Melero, I. (2017) "The importance of brand values in family business", ***Journal of Evolutionary Studies in Business***, Vol. 2 (2), 16-43.

Bravo, R.; Buil, I., de Chernatony, L. & Martínez, E. (2017) "Brand identity management and corporate social responsibility: An analysis from employees' perspective in the banking sector" ***Journal of Business Economics and Management***, Vol. 18 (2), pp. 241-257.

Bravo, R.; Buil, I., de Chernatony, L. & Martínez, E. (2017) "Managing brand identity: effects on the employees", ***International Journal of Bank Marketing*** , Vol. 35 (1), pp. 2-23.

Bravo, R., Matute, J. & Pina, J.M. (2017) "Corporate identity management and employees' responses", ***Journal of Strategic Marketing*** , Vol. 25 (1), pp. 1-13.

Bravo, R., Matute, J. & Pina, J.M. (2017) "Gestión de la identidad corporativa. Evidencias en el sector bancario", ***Revista de Ciencias Sociales*** , Vol. 22 (2), pp. 49-62.

Bravo, R., Matute, J. & Pina, J.M. (2016) "Corporate identity management in the banking sector: effects on employees' identification, identity attractiveness and job satisfaction", ***Service Business*** , Vol. 10, pp. 687-714.

TEACHING

Bachelor's Degree Subjects:

Degree in Business Administration:

- Dirección Comercial I (Marketing Management I)

Double degree in Law and Business Administration:

- Dirección Comercial I

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing:

- Brand Management in organizations

MOODLE 2

Relevant Publications in Teaching:

Bravo, R.; Catalán, S & Pina, J.M. (2018) "Analysing Teamwork in Higher Education: An Empirical Study on the Antecedents and Consequences of Team Cohesiveness", ***Studies in Higher Education***, Vol. 44(7), pp. 1-13

Bravo, R., Lucia, L. & Martín, M.J. (2014) "Processes and outcomes in student teamwork. An empirical study in a Marketing Subject", ***Studies in Higher Education***. <http://dx.doi.org/10.1080/03075079.2014.926319>

Bravo, R., Lucia, L. & Martín, M.J. (2013) "Assessing a web library program for information literacy learning", ***Reference Services Review***, vol. 41(4), pp.623-638.