

Lily (Xuehui) Gao

CONTACT

Assistant Professor in the Department of Marketing Management and Market Research of the University of Zaragoza.

Her main lines of research focus on consumer experience management, multichannel strategies, as well as the analysis of the consequences derived from client-company experiences. Her work has been presented in important national and international discussion forums such as AEMARK, CMC or EMAC.

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RESEARCH

Relevant publications:

Gao, X., de Haan, E., Melero, I., Sese, F. J. (2023), "Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention", ***Journal of the Academy of Marketing Science***, Vol. 51, 334-371.

Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. Á., & Trifu, A. (2022) "Exploring the role of service touchpoints on the path to financial, behavioral and relational customer outcomes: insights from a B2B service context", ***Journal of Business & Industrial Marketing***, ahead-of-print.

Cambra-Fierro, J., Gao, L., López-Pérez, M. E., & Melero-Polo, I. (2022) "How do macro-environmental factors impact customer experience? A refined typology, integrative framework, and implications", ***The Service Industries Journal***, Vol. 42(9-10), pp. 653-687.

Cambra-Fierro, J., Gao, L., Melero-Polo, I., & Patrício, L. (2022) "Theories, constructs, and methodologies to study COVID-19 in the service industries", ***The Service Industries Journal***, Vol. 42(7-8), pp. 551-582.

Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., & Trifu, A. (2021) "How do firms handle variability in customer experience? A dynamic approach to better understanding customer retention", ***Journal of Retailing and Consumer Services***, Vol. 61, 102578.

Cambra-Fierro, L (Xuehui). Gao and I. Melero-Polo (2021) "The Power of Social Influence and Customer-Firm Interactions in Predicting Non-transactional Behaviors, Immediate Customer Profitability, and Long-term Customer Value", ***Journal of Business Research***, Vol. 125, pp. 103-119.

L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019), "La Experiencia del Cliente como Modelo de Negocio en la Era Digital: el Caso del Sector Financiero" *Revista de Marketing y Publicidad* (in press).

L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019), "Multichannel Integration along the Customer

Journey: A Systematic Review and Research Agenda” The Service Industries Journal (in press).

L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019), “Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence” Journal of Service Research (in press).

J. Cambra-Fierro, L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019), “What Drives Customers’ Active Participation in the Online Channel? Customer Equity, Experience Quality, and Relationship Proneness”, ***Electronic Commerce Research and Applications***, (in press), 100855.

TEACHING

Academic Year 2017/18

Degree in Marketing and Market Research:

- Decisions on commercial distribution
- Decisions on commercial management of prices

Academic Year 2018/19

Double Degree DADE:

- Commercial management

Degree in Marketing and Market Research:

- Decisions on commercial management of prices

Academic Year 2019/2020

Degree in Business Administration and Double Degree DADE:

- Marketing management

Academic Year 2020/2021

Degree in Business Administration:

- Marketing management