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CONTACT

Associate Professor in the Department of Economics and Business Management of the University of Zaragoza.

Her main lines of research focus on the survival of companies, new technologies, franchises and study of the advantages of the pioneer.

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RESEARCH

Most relevant publications:

Bordonaba-Juste, MV, E., Lucia-Palacios,L. Pérez-López, R. (2020) Título: "Generational differences in valuing usefulness, privacy and security negative experiences for paying for cloud services", **Information Systems and E-Business Management** (in press).

Fraj_Andrés, E., Lucia-Palacios,L. Pérez-López, R.(2020). "Reducing Resistance To Repeating A Wiki Activity: What Can Teachers Do?", **British Journal of Educational Technology**, Volumen:50 (6) pp.2286-2305.

Lucia-Palacios,L. Pérez-López, R., Polo-Redondo, Y. (2020). "Does stress matter in mall experience and customer satisfaction?", **Journal of Services Marketing**, Vol 34 (2), pp. 177-191.

Lucia-Palacios,L. Pérez-López, R., Polo-Redondo, Y.(2020). "How situational circumstances modify the effects of frontline employees' competences on customer satisfaction with the store", **Journal of Retailing and Consumer Services**, Vol. 52, 101905.

Lucia, L. Pérez, R., Polo, Y. (2018), "Can social support alleviate stress while shopping in crowded retail environments?", **Journal of Business Research**, Vol. 90 pp. 141-150.

Fraj, E., Lucia, L. y Pérez, R. (2018), "How extroversion affects student attitude toward the combined use of a wiki and video recording of group presentations", **Computer and Education**, 119 pp. 31-43.

Lucia, L., Pérez, R. y Polo, Y. (2017), "Atmospheric Excitement, Customers' Moods and Gender. A Study of Young Shoppers", **Journal of Strategic Marketing** , 1-16.

Lucia, L. Bordonaba, V., Polo, Y. y Grünhagen, M. (2016), "Complementarity IT resources to enable technological opportunism", **Information & Management**, Vol. 53 (5) pp. 654-667.

Lucia, L., Pérez, R. y Polo, Y. (2016), "Cognitive, Affective and Behavioural Responses in Mall Experience: A Qualitative Approach", **International Journal of Retail & Distribution**

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Lucia, L., Pérez, R. y Polo, Y. (2016), "Enemies of Cloud Services Usage: Inertia and Switching Costs", **Service Business**, Vol. 10 (2) pp.447-467.

Bravo, R., Lucia, L. y Martín, M.J. (2014) "Processes and outcomes in student teamwork. An empirical study in a Marketing Subject", **Studies in Higher Education**, Vol. 41(2), 302-320.

Bordonaba, V., Grünhagen, M., Lucia, L. y Polo, Y. (2014) "Technological opportunism effects on IT adoption, intra-firm diffusion and performance: evidence from the U.S. and Spain", **Journal of Business Research**, vol.67, pp. 1178-1188.

Alon, I., Bordonaba, V., Lucia, L. y Madanoglu, M. (2014) "Franchising and value signaling", **Journal of Services Marketing**, vol.28(2), pp.105-115.

Bordonaba, V., Lucia, L., Polo, Y. y Grünhagen., M. (2014) "E-business implementation and performance: analysis of mediating factors", **Internet Research**, vol.24(2), pp.223-245.

Dobbs, D., Boggs, D, Grünhagen, M., Lucia, L., Flight, R. (2013) "Time will tell: interaction effects of franchising percentages and age on franchisor mortality rates", **International Entrepreneurship Management Journal**, Vol. 10(3), 607-621.

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

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2012) "Antecedents and consequences of e-business use for European retailers", **Internet Research**, vol.22 (5), pp.532-550.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2012) "The influence of organizational factors on e-business use: analysis of firm size", **Marketing Intelligence & Planning**, vol.30 (2), pp.212-229.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2011) "Determinants of firm size in the franchise distribution system. Empirical evidence from the Spanish market", **European Journal of Marketing**, vol.45, pp.170-190.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2010) "An analysis of franchisor failure risk: evidence from Spain", **Journal of Business and Industrial Marketing**, vol.26 (6), pp. 407-420.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2010) "Influence of franchisors' competitive strategies on network size: The impact of entry timing decision", **Journal of Marketing Channels**, vol.17 (1), pp. 33-49.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2010). Effect of new regulation on franchising performance: An exploratory Study in Spain. **"New Developments in the theory of networks: Franchising, alliances and cooperatives"** Edited by Springer

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2009) "Franchise firm entry time influence on long-term survival". **International Journal of Retail and Distribution Management**, vol. 37 (2), pp.106-125.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2009). "Análisis de la salida del mercado:

Fracaso vs Abandono en la Franquicia". **Cuadernos de Economía y Dirección de Empresas**, vol. 39, pp. 33-58.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2009) "The Effect of Intangible Resources on Firm Performance in the Spanish Franchise System: the Moderating Influence of Internationalization". **European Retail Research**, vol 23nd, Issue II , pp.1-22, Ed.: Gabler Research Publisher.

TEACHING

Academic Year 2017/18:

Degree in Business Administration and Management/Law (DADE):

- Commercial Management I

Degree in Business Administration and Management in English (ADEi):

- Commercial Management I

Degree in Marketing and Market Research:

- Sales Management

Degree in Economics:

- Fundamentals of Marketing

Degree in Finance and Accounting:

- Marketing Information Systems

Master's Degree in Management, Strategy and Marketing:

- Modeling Methods