

Eva María Martínez Salinas

CONTACT

Full Professor of Marketing and Market Research at the University of Zaragoza.

Her research lines include Consumer Behaviour, Ecological Marketing, Brand Management and Gamification. He has collaborated in national and international books. His work has also been presented in important discussion forums and published in national and international journals, such as *European Journal of Marketing*, *Journal of Business Research*, *Journal of Business Ethics*, *International Marketing Review*, *International Journal of Hospitality Management*, *Journal of Business Economics and Management* and *Tourism Management*, among others.

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RESEARCH

Latest publications:

Authors (p.o. of signature): Buil, I., Catalán S. y Martínez, E.

Title: "The importance of corporate brand identity in business management. An application to the UK banking sector"

Ref. magazine: Business Research Quaterly

Key:A · Volume:19 · Pages, initial:3 final:12 · Date: 2016

Authors (p.o. of signature): Buil, I, Martínez, E. y Matute, J.

Title: "From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry"

Ref. magazine: Tourism Management

Key: A Volume: 57 Pages, initial:256 final:271 Date: 2016

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: "Do clickers enhance learning? A control-value theory approach"

Ref. magazine: Computers & Education

Key: A Volume: 103 Pages, initial:170 final:182 Date: 2016

Authors (p.o. of signature): Bravo, R., Buil, I, de Chernatony, L. y Martínez, E.

Title: "Managing brand identity: effects on the employees"

Ref. magazine: International Journal of Bank Marketing

Key: A Volume: 35, Issue1 Pages, initial: 2 final: 23 Date: 2017

Authors (p.o. of signature): Bravo, R., Buil, I, de Chernatony, L. y Martínez, E.

Title: "Brand identity management and corporate social responsibility: an analysis from employees' perspective"

Ref. magazine: Journal of Business Economics and Management

Key: A Volume: 18 (2) Pages, initial: 241 final: 257 Date: 2017

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: "Exploring student's flow experience in business simulation games"

Ref. magazine: *Journal of Computer Assisted Learning*

Key: A Volume: 34 Pages, initial: 183 final: 192 Date: 2018

Authors (p.o. of signature): Catalán, S. y Martínez, E.

Title: "Favorecer el estado de flow: la Key de los juegos empresariales"

Ref. magazine: *Journal of Management and Business Education*

Key: A Volume: 1, nº 2 Pages, initial: 140 final: 159 Date: 2018

Authors (p.o. of signature): Bravo, R.; Martínez, E. y Pina, J.M.

Title: "Effects of service experience on customer responses to a hotel chain"

Ref. magazine: *International Journal of Contemporary Hospitality Management*

Key: A Volume: 31, issue 1 Pages, initial: 389 final: 405 Date: 2019

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: "The influence of flow on learning outcomes: An empirical study on the use of clickers"

Ref. magazine: *British Journal of Educational Technology*

Key: A Volume: 50 Pages, initial: 428 final: 439 Date: 2019

Authors (p.o. of signature): Buil, I, Martínez, E. y Matute, J.

Title: "Transformational leadership and employee performance: The role of identification, engagement, and proactive personality"

Ref. magazine: *International Journal of Hospitality Management*

Key: A Volume: 77 Pages, initial: 64 final: 75 Date: 2019

Authors (p.o. of signature): Catalán S, Martínez, E. y Wallace E.

Title: "Analysing mobile advergames effectiveness: The role of game repetition, flow and brand familiarity"

Ref. magazine: *Journal of Product and Brand Management*

Key: A Volume: 28, nº 4 Pages, initial 502 final: 514 Date: 2019

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: "Encouraging intrinsic motivation in management training: the use of business simulation games"

Ref. magazine: *The International Journal of Management Education*

Key: A Volume: 17 Pages, initial: 162 final: 171 Date: 2019

Authors (p.o. of signature): Bravo, R.; Martínez, E. y Pina, J.M.

Title: "Effects of customer perceptions in multichannel retail banking"

Ref. magazine: *International Journal of Bank Marketing*

Key: A Volume: 37 issue 5, Pages, initial: 1253 final: 1274 Date: 2019

Authors (p.o. of signature): Catalán S, Martínez, E. y Wallace E.

Title: "The role of flow for mobile advergames effectiveness"

Ref. magazine: *Online Information Review*

Key: A Volume: 43 issue 7 Pages, initial 1228 final: 1244 Date: 2019

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: "Engaging in business simulation games: A self-system model of motivational

development”

Ref. magazine: British Journal of Educational Technology

Key: A Volume: 51 Pages, initial: 297 final: 311 Date: 2020

Authors (p.o. of signature): Buil, I, Catalán, S. y Martínez, E.

Title: “*Understanding applicants’ reactions to gamified recruitment*”

Ref. magazine: Journal of Business Research

Key: A Volume: 110 Pages, initial: 41 final: 51 Date: 2020

TEACHING

Grade Subjects:

Degree in Marketing and Market Research:

- Introduction to market research

Degree in Economics:

- Business Decisions

Postgraduate Subjects:

Master’s Degree in Management, Strategy and Marketing:

- Consumer Behavior