

José Miguel Pina Pérez

CONTACT

Associate Professor of University. He has carried out numerous investigations in fields such as brand extensions, brand image and corporate image.

His most recent research is focusing on the corporate identity of financial institutions, as well as luxury brand extensions. His publications include *Cuadernos de Economía y Dirección de la Empresa*, *Revista Española de Investigación de Marketing ESIC*, *Journal of Business Research*, *European Journal of Marketing* and *Service Industries Journal*.

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RESEARCH

Main publications:

Bravo, R.; Catalán, S. & Pina, J.M. (accepted for publication), "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**, 22 (2), 182-191.

Pina, J.M. (2019), "Types of marketing: fad or a necessity?", **European Business Review**, 31 (6), 910-925.

Bravo, R.; Martínez, E. & Pina, J.M. (2019), "Effects of Customer Perceptions in Multichannel Retail Banking", **International Journal of Bank Marketing**, 37 (5), 1253-1274.

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Martínez, E. y Pina, J.M. (2005), "Influence of Corporate Image on Brand Extensions: A Model Applied to the Service Sector", **Journal of Marketing Communications**, Vol. 11 (4), 263-281.

TEACHING

Professor José M. Pina belongs to the Interdisciplinary Group for Teaching Innovation (GIDID), which is involved in the application of ICT to teaching.

Grade Subjects:

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

- Business Decisions
- Introduction to Marketing Research

Economics Degree:

- Marketing Management

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing:

- Brand Management in Organizations

Tutorials:

For the dissemination of marketing content, it also manages the **Marketing Discover** page: marketingdiscover.com