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CONTACT

Associate Professor of the University of the Department of Marketing Management and Market Research of the University of Zaragoza. He has published several articles on marketing and business strategy in national and international journals, such as Journal of Business Research, Internet Research, Supply Chain Management: An International Journal, European Journal of Marketing or Journal of Business and Industrial Marketing, among others. His main lines of research focus on relationship marketing, business survival, the franchise sector and new technologies.

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RESEARCH

Most relevant publications:

Bordonaba-Juste, M. V., Lucia-Palacios, L., & Pérez-López, R. (2020): "Generational differences in valuing usefulness, privacy and security negative experiences for paying for cloud services", **Information Systems and e-Business Management**, 1-26.

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Pérez-López, R., Gurrea-Sarasa, R., Herrando, C., Martín-De Hoyos, M. J., Bordonaba-Juste, V., & Utrillas-Acerete, A. (2020): "The generation of student engagement as a cognition-affect-behaviour process in a Twitter learning experience". **Australasian Journal of Educational Technology**, Vol. 36, No. 3, 132-146. <https://doi.org/10.14742/ajet.5751>

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Bordonaba, V. y Pina, J.M. (2018), "Students' Experience with Online Simulation Games: From Computer Anxiety to Satisfaction", *Interacting with Computers*, Vol. 30(2), 162-171.

Borraz-Mora, J., Bordonaba-Juste, V., y Polo-Redondo, Y. (2017), "FUNCTIONAL BARRIERS TO THE ADOPTION OF ELECTRONIC BANKING: THE MODERATING EFFECT OF GENDER", *Revista de Economía Aplicada*, Vol.: XXV, N. 75, pp.: 87-107.

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

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, 1178-1188.

Alon, I., Bordonaba, V., Lucia, L. y Madanoglu, M. (2014) "Franchising and value signaling", Journal of Services Marketing, Vol.28(2), 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), 223-245.

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), 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), 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, 170-190.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2011) "An analysis of franchisor failure risk: evidence from Spain", Journal of Business and Industrial Marketing, Vol.26 (6), 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), 33-49.

Bordonaba Juste, V. and Cambra Fierro, J.J. (2009) "Managing supply chain in the context of SMEs: a collaborative and customized partnership with the suppliers as the key for success". Supply Chain Management: An International Journal, Vol. 14 (5), 393-402.

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), 106-125.

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Bordonaba Juste, V., Lucia Palacios, L. and 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. 23 (2), 1-22, Ed.: Gabler Research Publisher.

TEACHING

Bachelor's Degree Subjects:

Degree in Business Administration and Management:

- Commercial Management I
- Commercial Decisions

Degree in Marketing and Market Research

- Commercial Simulation

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing

- Management of customer relationships and value