

# **Blanca Isabel Hernández Ortega**

## **CONTACT**

**Blanca I. Hernandez holds a Associate Professor from the University of Zaragoza and is a University Professor in the area of Commercialization and Market Research at the University of Zaragoza.**

Her research focuses on the field of new information technologies and electronic commerce, dealing with topics such as the acceptance and dissemination of innovations, electronic invoicing, the co-creation of experiences between individuals and the generation of engagement.

She is currently Vice-Dean of Students and Employment of the Faculty of Economics and Business and Director of the APL Chair, from Logistics Planning and Management.

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## **RESEARCH**

### **Most relevant publications:**

B Hernández-Ortega, H San Martín, Á Herrero, JL Franco (2020), "What, how and when? Exploring the influence of firm-generated content on popularity in a tourism destination context", ***Journal of Destination Marketing & Management***, Vol. 18, in press.

B Hernandez-Ortega (2020), "What about "U"? The influence of positive online consumer reviews on the individual's perception of consumption benefits", ***Online Information Review***, in press.

Á Herrero, B Hernández-Ortega, H San Martín (2020), "Potential funders' motivations in reward-based crowdfunding. The influence of project attachment and business viability", ***Computers in Human Behavior***, Vol. 106, in press.

B Hernández-Ortega (2020), "When the performance comes into play: The influence of positive online consumer reviews on individuals' post-consumption responses", ***Journal of Business Research***, Vol. 113, in press.

H San Martín, B Hernández, Á Herrero (2020), "Social Consciousness and Perceived Risk as Drivers of Crowdfunding as a Socially Responsible Investment in Tourism", ***Journal of Travel Research***, in press.

L Chavez, C Ruiz, R Curras, B Hernandez (2020), "The Role of Travel Motivations and Social Media Use in Consumer Interactive Behaviour: A Uses and Gratifications Perspective", ***Sustainability***, Vol. 12 No. 21, in press.

J Borraz-Mora, B Hernandez-Ortega, M Melguizo-Garde (2020), "The influence of generic-academic competences on satisfaction and loyalty: the view of two key actors in higher education", ***Journal of Higher Education Policy and Management***, Vol. 42 No. 5, 563-578.

M Guinaliu-Blasco, B Hernández-Ortega, JL Franco (2019), "The effect of cognitive absorption on marketing learning performance", **Spanish Journal of Marketing-ESIC**, Vol. 23 No. 2, 249-271.

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B Hernández-Ortega, JL Franco (2019) "Developing a new conceptual framework for experience and value creation", **Service Business**, Vol.13 No. 2, 225-248.

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Blasco-Arcas, L., Hernandez-Ortega, B. I., y Jimenez-Martinez, J. (2016), "Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media" **Journal of Service Theory and Practice**, Vol. 26(5), 559-589.

Bigné Alcañiz, E., Ruiz Mafé, C., Andreu Simó, L. y Hernández Ortega, B. (2015), "The role of social motivations, ability and opportunity in online know-how exchanges: Evidence from the airlines services industry". **Service Business**, Vol. 9(2), 209-232.

Sanz Blas, S., Ruiz Mafé, C., Pérez Pérez, I., y Hernández Ortega, B. (2014), <a href="http://www.scielo.org.co/scielo.php?script=sci\_arttext&pid=S0121-50512014000400011" target="\_blank" style="color: rgb(41, 112, 166); text-decoration: none;" rel="noopener noreferrer">"The Influence of Culture on Behavior in the Purchase of Online Tourist Products: The Case of Spain and Mexico", **Innovar**, Vol. 24(54), 153-165.

Hernández, B., Serrano, C., Gómez, F. (2014), " The firm's continuance intentions to use inter-organizational ICTs: The influence of contingency factors and perceptions", **Information & Management** , Vol. 51 (6), 747-761

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Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2014), "Collaborating online: the role of interactivity and personalization", **The Service Industries Journal**, Vol. 34(8), 677-698.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2013),"Adopting televisión as a new channel for e-commerce. The influence of interactive technologies on consumer behavior", **Electronic Commerce Research**, Vol. 13, 457-475.

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- Hernández, B. y Jiménez, J. (2013) "Performance of e-Invoicing in Spanish Firms", ***Information Systems and e-Business Management***, Vol.11(3), 457-480.
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analysis of corporate technology acceptance", " ***Industrial Marketing Management***, Vol. 38, 338-354.

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## **TEACHING**

### **Bachelor's Degree Subjects:**

#### **Degree in Finance and Accounting:**

- Introduction to Marketing

#### **Degree in Marketing and Market Research:**

- Introduction to Marketing

### **Postgraduate Subjects:**

#### **Master's Degree in Management, Strategy and Marketing**

- New Information Technologies in Commercial Relations

#### **Master's Degree in Production and Logistics Operations-ERP**