

Raúl Pérez López

CONTACT

Assistant Professor of the Department of Marketing Management and Market Research at the University of Zaragoza. He is currently teaching at the Faculty of Social and Human Sciences in Teruel.

His main interests revolve around two lines of research in the field of consumer behaviour, e-commerce and customer experience as a means of creating value. The results of this research have been presented in national and international congresses, and published in journals indexed in JCR and SJR, such as *Service Business*, *International Journal of Retail and Distribution Management*, *Journal of Strategic Marketing* and *Journal of Business Research*. It has also received an Award for Best Novel Communication/Researcher from the Scientific Association of Business Economics and Management, and recently, the Extraordinary Doctorate Award from the University of Zaragoza in the branch of Social and Legal Sciences.

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RESEARCH

Academic articles:

Bordonaba-Juste, V., Lucia-Palacios, L., Pérez-López, R. (2020). "Generational differences in valuing usefulness, privacy and security: negative experiences and paying for cloud services", **Information Systems and E-Business Management**, 18, pp. 35-60. JCR 2019: 1,968, 102/152 Q3 Business.

Bravo, R., Melero-Polo, I., Pérez-López, R. (2020). "Shopping resorts as vehicles of city marketing: the case of Puerto Venecia", **Place Branding and Public Diplomacy**, 16, pp. 187-194. SJR 2019: 0,279, 119/195 Q3 Marketing.

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**, <https://doi.org/10.1111/bjet.12903>. JCR 2019: 2,951, 31/243 Q1 Education and Educational Research.

Lucia-Palacios, L.; Pérez-López, R., Polo Redondo, Y. (2020). "Does stress matter in mall experience and customer satisfaction?", **Journal of Services Marketing**, 34 (2), pp. 177-191. JCR 2019: 3,195, 59/152 Q2 Business.

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**, in press. JCR 2019: 4,219, 39/152 Q2 Business.

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**, in press. JCR

2019: 1,468, 95/263 Q2 Education and Educational Research.

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**, in press. JCR 2018: 3,585, Q2 Business.

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

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

Lucia, L., Pérez-López, R. y Polo-Redondo, Y. (en prensa). "Environmental Excitement and Customer-related Characteristics: Incidental Moods, Gender and Frequency of Visit A Study of Young Shoppers", **Journal of Strategic Marketing**, disponible online <http://dx.doi.org/10.1080/0965254X.2017.1339116>.

Bravo, R., Melero-Polo, I. y Pérez-López (en prensa). "Shopping resorts as vehicles of city marketing: The case of Puerto Venecia", **Place Branding and Public Diplomacy**.

Lucia-Palacios, L., Pérez-López, R. y Polo-Redondo, Y. (2016). "Cognitive, affective and behavioural responses in mall experience: a qualitative approach", **International Journal of Retail and Distribution Management**, 44(1), pp. 4-21 (SJR 2016: 0,472, Q2 Marketing).

Lucia-Palacios, L., Pérez-López, R. y Polo-Redondo, Y. (2016). "Enemies of cloud services usage: inertia and switching costs", **Service Business**, 10(2), pp. 447-467.

Book Chapters:

Lucia-Palacios, L., Pérez-López, R. y Polo-Redondo, Y. (2014). "Las respuestas cognitivas y afectivas del consumidor ante el número de personas presentes en el centro comercial. Una aproximación cualitativa", en Vázquez, R., Trespalacios, J.A., Estrada, E. y González, C., *Experiencia y Comportamiento del Cliente en un Entorno Multicanal: Claves de Éxito para Fabricantes y Detallistas*, pp. 109-126. KRK Ediciones: Oviedo, España.

Lucia-Palacios, L., Pérez-López, R. y Polo-Redondo, Y. (2013). "La experiencia en el centro comercial: una revisión de la literatura", en Vázquez, R., Trespalacios, J.A. y González, C., *Estrategias de Distribución y Comportamiento de Compra Multicanal: Tendencias y Oportunidades para que Fabricante y Distribuidor Rentabilicen sus Decisiones de Marketing*, pp. 77-94. KRK Ediciones: Oviedo, España.

TEACHING

Subjects to teach:

- Introducción al Marketing (1º GADE): Since 2016.
- Principles of Marketing (1º GADEi): Since 2018.
- Introducción a la Investigación de Mercados (2º GADE): 2017-2020.
- Introduction to Marketing Research (2º GADEi): 2018-2020.
- Investigación de Mercados I (3º GMIM): Since 2018.
- Resultados del marketing interno y externo (Máster en Dirección, Estrategia y Marketing):

2021.

- Dirección Comercial I (3º GADE): 2015-2018.