

Projects

Latest R&D projects

“Experience marketing for comprehensive and profitable customer relationship management”

EC02014-54760

Principal Investigators:

Yolanda Polo Redondo y Javier Sesé

MORE INFORMATION

Coming soon

“Strategies for innovation and entrepreneurship in the new economic and institutional environment”

EC02014-53904-R

Principal Investigator:

Juan Pablo Maicas

MORE INFORMATION

Coming soon

“Internal and External Brand Management from a Marketing Perspective. A Study Applied to Service Sectors”

EC02013-41257-P

Principal Investigator:

Eva Martínez

MORE INFORMATION

Coming soon

“Strategies for innovation and value creation in companies”, awarded by the Ministry of Science and Innovation

EC02011-22947

Principal Investigator:
Jaime Gómez Villascuerna

MORE INFORMATION

Coming soon

“Towards a relationship management model: integrating transactional and non-transactional behaviours to explain customer value”, awarded by the Ministry of Science and Innovation

EC02011-23027

Principal Investigator:
Yolanda Polo Redondo

MORE INFORMATION

Coming soon



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