

Publications

Most relevant publications in recent years

2019

Does privacy assurance on social commerce sites matter to millennials?

Wang, Y., Herrando, C. (2019) *International Journal of Information Management*, Vol. 44, 164-177

Sustainability and business outcomes in the context of SMEs: comparing family firms vs non-family firms

Cambra, J., Melero, I., López, M.E. y Vázquez, R. (2019) *Sustainability*, Vol. 10 (11), 4080.

Tell me your age and I tell you what you trust: the moderating effect of generations

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2019) *Internet Research*, <https://doi.org/10.1108/IntR-03-2017-0135>

2018

Customer value co-creation over the relationship life cycle

Cambra, J., Melero, I. y Sese, F. J. (2018) *Journal of Service Theory and Practice* , Vol. 28(3), 336-355

How extroversion affects student attitude toward the combined use of a wiki and video recording of group presentations

Fraj, E., Lucia, L. y Pérez, R. (2018) *Computers & Education* ,Vol. 119, 31-43.

Entrepreneurs and innovation: The contingent role of institutional factors

Fuentelsaz, L., Maicas, J. P. y Montero, J. (2018) *International Small Business Journal: Researching Entrepreneurship* , 1-26

Can social support alleviate stress while shopping in crowded retail

environments?

Lucia, L., Pérez, R. y Polo, Y. (2018) *Journal of Business Research*, Vol. 90, 141-150

Don't believe strangers: Online consumer reviews and the role of social psychological distance

Hernández, B. (2018) *Information & Management*, Vol. 55(1), 31-50

2017

The influence of flow on learning outcomes: An empirical study on the use of clickers

Buil, I.; Catalán, S. y Martínez, E. (2017) *British Journal of Educational Technology*, DOI: 10.1111/bjet.12561

Customer-Firm Interactions and the Path to Profitability: A Chain-of-Effects Model

Cambra, J., Melero, I., Sese, F. J. y van Doorn, J. (2017) *Journal of Service Research*, Vol. 21(2), 201-218

Do strategic groups explain differences in multimarket competition spillovers?

Gómez, J., Orcos, R. y Palomas, S. (2017) *Strategic Organization*, Vol. 15(3), 367-389

Management for sustainable development and its impact on firm value in the SME context: Does size matter?

López, M.E., Melero, I. y Sesé, F.J. (2017) *Business Strategy and the Environment*, Vol. 26(7), 985-999

Does specific CSR training for managers impact shareholder value? Implications for education in sustainable development

López, M.E., Melero, I. y Sesé, F.J. (2017) *Corporate Social Responsibility and Environmental Management*, Vol. 24(5), 435-448

Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability

Petersen, J. A., Kumar, V., Polo, Y. y Sesé, F. J. (2017) *Journal of the Academy of Marketing Science*, 1-24

Social influence in the adoption of a B2B loyalty program: The role of elite status members

Viswanathan, V., Sese, F. J. y Krafft, M. (2017) *International Journal of Research in Marketing*, Vol. 34(4), 901-918

2016

Do Clickers Enhance Learning? A Control-Value Theory Approach

Buil, I.; Catalán, S. y Martínez, E. (2016) *Computers & Education*, Vol. 103, 170-182

From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry

Buil, I., Martínez, E. y Matute, J. (2016) *Tourism Management*, Vol. 57, 256-271

Are multichannel customers really more valuable? An analysis of banking services

Cambra J., Kamakura, W. A., Melero, I., y Sesé, F. J. (2016) *International Journal of Research in Marketing* , Vol. 33(1), 208-212

Interdependencies in the intrafirm diffusion of technological innovations: confronting the rational and social accounts of diffusion

Fuentelsaz, L., Gómez, J., Palomas, S. (2016) *Research Policy* , Vol. 45(5), 951-963

The role of industry dynamics in the persistence of first mover advantages

Gomez, J. , Lanzolla, G. y Maicas, J. P. (2016) *Long Range Planning* , Vol. 49(2), 265-281

Competitors' strategic heterogeneity and firm performance

Gómez, J., Orcos, R. y Palomas, S. (2016) *Long Range Planning* , Vol. 49(1), 145-163

Complementary IT resources for enabling technological opportunism

Lucia, L., Bordonaba, V., Polo, Y. y Grünhagen, M. (2016) *Information & Management* , Vol. 53 (5), 654-667

The effects of learner-generated videos for YouTube on learning outcomes and satisfaction

Orús, C., Barlés, M. J., Belanche, D., Fraj, E. y Gurrea, R. (2016) *Computers & Education* , Vol. 95, 254-269

2015

Managing Complaints to Improve Customer Profitability

Cambra, J.; Melero, I. y Sese, F. J. (2015) *Journal of Retailing* Vol. 91 (1), 109-124

The role of perceived value in vertical brand extensions of luxury and prestige brands

Dall'Olmo, F., Pina, J.M. y Bravo, R. (2015) *Journal of Marketing Management*, Vol. 31 (7/8), 881-913

Environmental strategies and organizational competitiveness in the hotel industry: The role of learning and innovation as determinants of environmental success

Fraj, E., Matute, J. y Melero, I. (2015) *Tourism Management*, Vol.46, 30-42

Incumbents, Technological Change and Institutions: How the Value of Complementary Resources Varies across Markets

Fuentelsaz, L., Garrido, E. y Maicas, J.P. (2015) *Strategic Management Journal*, Vol. 36(12), 1778-1801

Strategic Approach to Network Value in Network Industries

Fuentelsaz, L.; Garrido, E. y Maicas, J.P. (2015) *Journal of Management*, Vol. 41(3), 864-892

Enemies of cloud services usage: inertia and switching costs

Lucia, L., Pérez, R. y Polo, Y. (2015) *Service Business*, Vol. 10(2), 447-467

2014

The online purchase as a context for co-creating experiences: drivers of and consequences for customer behavior

Blasco, L., Hernández, B. y Jiménez, J. (2014) *Internet Research*, Vol. 24(3), 393-412

Technological opportunism effects on IT adoption, intra-firm diffusion and performance: evidence from the U.S. and Spain

Bordonaba, V., Grünhagen, M., Lucia, L. y Polo, Y. (2014) *Journal of Business Research*, Vol.67, 1178-1188

The firm's continuance intentions to use inter-organizational ICTs: The influence of contingency factors and perceptions

Hernández, B. , Serrano, C., Gómez, F. (2014) *Information & Management* , Vol. 51 (6), 747-761

2013

Examining the Role of Advertising and Sales Promotion in Brand Equity

Buil, I., de Chernatony, L. y Martínez, E. (2013) *Journal of Business Research*, Vol. 66(1), 115-122

Factors influencing consumer evaluations of gift promotions

Buil, I., de Chernatony, L. y Montaner, T. (2013) *European Journal of Marketing*, Vol.47 (3/4), 574-595

Downscale extensions: consumer evaluation and feedback effects

Dall'Olmo, F.; Pina, J.M. y Bravo, R. (2013) *Journal of Business Research*, Vol. 66(2), 196-206

Listen to the market: do its complexity and signals make companies more innovative?

Pérez-Luño, A. y Cambra, J. (2013) *Technovation*, Vol. 33, 180-192

Strengthening Customer Relationships: What Factors Influence Customers to Migrate to Contracts?

Polo, Y. y Sesé, J. (2013) *Journal of Service Research*, Vol. 16(2), 138-154

Brand orientation and Brand Values in Retail Banking

Wallace, E., Buil, I. y de Chernatony, L. (2013) *Journal of Marketing Management*, Vol.29 (9-10), 1007-1029

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