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CONTACTO

Doctora por la Universidad de Zaragoza y Profesora Titular de Universidad en el área de Comercialización e Investigación de Mercados de la Universidad de Zaragoza. Su investigación se centra en el ámbito de la dirección de marca y la gamificación. Sus trabajos se han presentado en importantes foros de discusión y publicado en revistas nacionales e internacionales, como *Journal of Business Research*, *Journal of Advertising Research*, *Journal of Business Ethics*, *European Journal of Marketing*, *Tourism Management o Computers & Education*.

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INVESTIGACIÓN

Publicaciones más recientes:

Wallace, E., Buil, I., y de Chernatony, L. (2020) «Consuming Good' on Social Media: What Can Conspicuous Virtue Signalling on Facebook Tell Us About Prosocial and Unethical Intentions?», *Journal of Business Ethics*, Vol. 162, pp. 577-592.

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DOCENCIA

Asignaturas de Grado:

Grado de Marketing e Investigación de Mercados:

- Introducción al Marketing
- Introducción a la Investigación de Mercados

Asignaturas de Postgrado:

Máster en Dirección, Estrategia y Marketing

- Medios de Comunicación No Convencionales

Acceso a la plataforma docente de Moodle:

- Moodle