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INVESTIGACIÓN

Publicaciones más relevantes:

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.

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DOCENCIA

Asignaturas de Grado:

Grado en Finanzas y Contabilidad:

- Introducción al Marketing

Grado en Marketing e Investigación de Mercados:

- Introducción al Marketing

Asignaturas de Postgrado:

Máster Universitario en Dirección, Estrategia y Marketing

- Las Nuevas Tecnologías de la Información en las Relaciones Comerciales

Máster Propio en Operaciones Productivas y Logísticas-ERP