

# Julio Jiménez Martínez

## CONTACTO

**Full Professor of Marketing and Market Research at the University of Zaragoza.**

His research focuses on new information technologies and electronic commerce, having dealt with topics such as the acceptance and dissemination of innovations, and more recently the co-creation and exchange of experiences between individuals and the generation of engagement.

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## RESEARCH

### Most relevant publications:

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2019). "Tell me your age and I tell you what you trust: the moderating effect of generations", *Internet Research*, <https://doi.org/10.1108/IntR-03-2017-0135>

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "Surfing or flowing? How to retain e-Customers on the Internet, *Spanish Journal of Marketing - ESIC*, Vol. 22(1), 2-21.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "The state of flow in social commerce: The importance of flow consciousness, *International Journal of Electronic Marketing and Retailing*, 9(4), 320-343.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "From sPassion to sWOM: The role of flow", *Online Information Review*, 42(2), 191-204.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2017). "Passion at first sight: How to engage users in social commerce contexts", *Electronic Commerce Research*, Vol. 17(4), 701-720.

Blasco-Arcas, L., Hernandez-Ortega, B. I., y Jimenez-Martinez, J. (2016), "Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media" *Journal of Service Theory and Practice*, Vol. 26(5), 559-589.

Blasco, L., Hernández, B. y Jiménez, J. (2014), "The online purchase as a context for co-creating experiences: drivers of and consequences for customer behavior", *Internet Research*, Vol. 24(3), 393-412.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2014), "Collaborating online: the role of interactivity and personalization", *The Service Industries Journal*, Vol. 34(8), 677-698.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2013), "Adopting televisión as a new channel for e-commerce. The influence of interactive technologies on consumer behavior", *Electronic Commerce Research*, Vol. 13, 457-475.

Hernández, B. y Jiménez, J. (2013) "Performance of e-Invoicing in Spanish Firms", **Information Systems and e-Business Management**, Vol.11(3), 457-480.

Hernández, B., Jiménez, J. y Martín, M.J. (2011), "Age, Gender and Income: Do they Really Moderate Online Shopping Behavior?", **Online Information Review**, Vol. 35 (1), 113-133.

Hernández, B., Jiménez, J. y Martín, M.J. (2010), "The Influence of Website Quality on its traffic rank. The Case of e-Banking in Spain", **Information Research**, Vol.15 (2), paper 429.

Hernández, B., Jiménez, J., y Martín, M.J. (2010), "Business management software in high-tech firms: The case of the IT services sector", **Journal of Business and Industrial Marketing**, Vol. 25, (2), 132-146.

Hernández, B., Jiménez, J. y Martín, M.J. (2010), "Customer Behavior in Electronic Commerce: The Moderating Effect of e-Purchasing Experience", **Journal of Business Research** Vol. 63 (9-10), 964-971.

Hernández, B., Jiménez, J. y Martín, M.J. (2009), "Key Website Factors in e-Business Strategy", **International Journal of Information Management**, Vol. 29 (5), 362-371.

Hernández, B., Jiménez, J. y Martín, M.J. (2009), "The Impact of Self-Efficacy, Ease of Use and Usefulness on e-Purchasing: An Analysis of Experienced e-Shoppers", **Interacting with Computers**, Vol. 21 (1-2), 146-156.

Hernández, B.; Jiménez, J. y Martín, M.J. (2009), "Future use intentions versus intensity of use: An analysis of corporate technology acceptance", **Industrial Marketing Management**, Vol. 38, 338-354.

Hernández, B.; Jiménez, J. y Martín, M.J. (2009), "Adoption vs Acceptance of e-Commerce: Two Different Decisions", **European Journal of Marketing**, Vol. 43 (9), 1232-1245.

Hernández, B., Jiménez, J., y Martín, M.J. (2008), "Differences between potential, new and experienced e-customers: analysis of e-purchasing behavior", **Internet Research**, Vol. 18 (3), 248-265.

Hernández, B., Jiménez, J. y Martín, M.J. (2008), "Extending the Technology Acceptance Model to Include the IT Decision-Maker: A Study of Business Management Software", **Technovation**, Vol. 28 (3), 112-121.

Jiménez, J. y Martín, M.J. (2007) "Indicadores y dimensiones que definen la actitud del consumidor hacia el uso del comercio electrónico". **Cuadernos de Economía y Dirección de Empresas**, nº 31, pp. 7-30, 2007

Jiménez, J. y Polo, Y. (1998) "International Diffusion of a New Tool: The Case of electronic data interchange in the retailing sector" **Research Policy**, vol.26, nº 7-8, pp. 811-827.

### **Book Chapters:**

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J., Asakawa, K., Yana, K. (2017). "The role of active and passive s-WOM: Does participation affect e-Loyalty?", **en Trespalacios, J.A., Vázquez, R., Estrada, E., González, C., Marketing Insights: La respuesta del comercio a las tendencias de comportamiento social del consumidor**, pp. 17-31. KRK Ediciones: Oviedo, España.

## **TEACHING**

### **Subjects taught at undergraduate and postgraduate level:**

- Market Research (in extinction)
- Commercial Communication (Marketing Communications)
- Introduction to Market Research
- New Information Technologies in Commercial Relations (Master in Organizational Management)