

Laura Lucía Palacios

CONTACTO

Contratada Doctor. en el Dpto. de Economía y Dirección de Empresas de la Universidad de Zaragoza.

Sus principales líneas de investigación se centran en la supervivencia de empresas, nuevas tecnologías, franquicias y estudio de las ventajas del pionero.

Dirección: Facultad de Economía y Empresa. Campus Paraíso. Gran Vía, 2. CP: 50.005, Zaragoza

Teléfono Interno: 4722

Teléfono Externo: 976 761 000

Extensión: 4722

Fax: 976 766 717

E-mail: llucia@unizar.es

INVESTIGACIÓN

Publicaciones más relevantes:

Bordonaba-Juste, MV, E., Lucia-Palacios,L. Pérez-López, R. (2020) Título: "Generational differences in valuing usefulness, privacy and security negative experiences for paying for cloud services", **Information Systems and E-Business Management** (in press).

Fraj_Andrés, E., Lucia-Palacios,L. Pérez-López, R.(2020). "Reducing Resistance To Repeating A Wiki Activity: What Can Teachers Do?", **British Journal of Educational Technology**, Volumen:50 (6) pp.2286-2305.

Lucia-Palacios,L. Pérez-López, R., Polo-Redondo, Y. (2020). "Does stress matter in mall experience and customer satisfaction?", **Journal of Services Marketing**, Vol 34 (2), pp. 177-191.

Lucia-Palacios,L. Pérez-López, R., Polo-Redondo, Y.(2020). "How situational circumstances modify the effects of frontline employees' competences on customer satisfaction with the store", **Journal of Retailing and Consumer Services**, Vol. 52, 101905.

Lucia, L. Pérez, R., Polo, Y. (2018), "Can social support alleviate stress while shopping in crowded retail environments?", **Journal of Business Research**, Vol. 90 pp. 141-150.

Fraj, E., Lucia, L. y Pérez, R. (2018), "How extroversion affects student attitude toward the combined use of a wiki and video recording of group presentations", **Computer and Education**, 119 pp. 31-43.

Lucia, L., Pérez, R. y Polo, Y. (2017), "Atmospheric Excitement, Customers' Moods and Gender. A Study of Young Shoppers", **Journal of Strategic Marketing** , 1-16.

Lucia, L. Bordonaba, V., Polo, Y. y Grünhagen, M. (2016), "Complementarity IT resources to enable technological opportunism", **Information & Management**, Vol. 53 (5) pp. 654-667.

Lucia, L., Pérez, R. y Polo, Y. (2016), "Cognitive, Affective and Behavioural Responses in Mall Experience: A Qualitative Approach", **International Journal of Retail & Distribution**

Management, Vol. 44 (1) pp 4-21.

Lucia, L., Pérez, R. y Polo, Y. (2016), "Enemies of Cloud Services Usage: Inertia and Switching Costs", **Service Business**, Vol. 10 (2) pp.447-467.

Bravo, R., Lucia, L. y Martín, M.J. (2014) "Processes and outcomes in student teamwork. An empirical study in a Marketing Subject", **Studies in Higher Education**, Vol. 41(2), 302-320.

Bordonaba, V., Grünhagen, M., Lucia, L. y Polo, Y. (2014) "Technological opportunism effects on IT adoption, intra-firm diffusion and performance: evidence from the U.S. and Spain", **Journal of Business Research**, vol.67, pp. 1178-1188.

Alon, I., Bordonaba, V., Lucia, L. y Madanoglu, M. (2014) "Franchising and value signaling", **Journal of Services Marketing**, vol.28(2), pp.105-115.

Bordonaba, V., Lucia, L., Polo, Y. y Grünhagen., M. (2014) "E-business implementation and performance: analysis of mediating factors", **Internet Research**, vol.24(2), pp.223-245.

Dobbs, D., Boggs, D, Grünhagen, M., Lucia, L., Flight, R. (2013) "Time will tell: interaction effects of franchising percentages and age on franchisor mortality rates", **International Entrepreneurship Management Journal**, Vol. 10(3), 607-621.

Bravo, R., Lucia, L. y Martín, M.J. (2013) "Assessing a web library program for information literacy learning", *Reference Services Review*, vol. 41(4), pp.623-638.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2012) "Antecedents and consequences of e-business use for European retailers", **Internet Research**, vol.22 (5), pp.532-550.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2012) "The influence of organizational factors on e-business use: analysis of firm size", **Marketing Intelligence & Planning**, vol.30 (2), pp.212-229.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2011) "Determinants of firm size in the franchise distribution system. Empirical evidence from the Spanish market", **European Journal of Marketing**, vol.45, pp.170-190.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2010) "An analysis of franchisor failure risk: evidence from Spain", **Journal of Business and Industrial Marketing**, vol.26 (6), pp. 407-420.

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2010) "Influence of franchisors' competitive strategies on network size: The impact of entry timing decision", **Journal of Marketing Channels**, vol.17 (1), pp. 33-49.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2010). Effect of new regulation on franchising performance: An exploratory Study in Spain. "**New Developments in the theory of networks: Franchising, alliances and cooperatives**" Edited by Springer

Bordonaba Juste, V., Lucia Palacios, L. and Polo Redondo, Y. (2009) "Franchise firm entry time influence on long-term survival". **International Journal of Retail and Distribution Management**, vol. 37 (2), pp.106-125.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2009). "Análisis de la salida del mercado:

Fracaso vs Abandono en la Franquicia". **Cuadernos de Economía y Dirección de Empresas**, vol. 39, pp. 33-58.

Bordonaba-Juste, V., Lucia-Palacios, L., Polo-Redondo, Y. (2009) "The Effect of Intangible Resources on Firm Performance in the Spanish Franchise System: the Moderating Influence of Internationalization". **European Retail Research**, vol 23nd, Issue II , pp.1-22, Ed.: Gabler Research Publisher.

DOCENCIA

Curso 2017/18:

Grado en Administración y Dirección de Empresas/Derecho (DADE):

- Dirección Comercial I

Grado en Administración y Dirección de Empresas en Inglés (ADEi):

- Dirección Comercial I

Grado en Marketing e Investigación de Mercados:

- Dirección de Ventas

Grado en Economía:

- Fundamentos de Marketing

Grado en Finanzas y Contabilidad:

- Sistemas de Información para el Marketing

Máster Universitario en Dirección, Estrategia y Marketing:

- Métodos de Modelización