

# María José Martín de Hoyos

## CONTACTO

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## INVESTIGACIÓN

### Publicaciones más relevantes:

Calahorra, G. y Martín-De Hoyos M.J. (2020). "Analysis of emotions in the hotel destination choice: using a valence and arousal affective space", ***International Journal of Business & Management Studies***, Volume 01; Issue nº 01, pp. 69-82.

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## **DOCENCIA**

### **Asignaturas de Grado:**

#### **Grado en Administración y Dirección de Empresas:**

- Introducción al Marketing

### **Asignaturas de Posgrado:**

## **Máster Universitario en Dirección, Estrategia y Marketing:**

- Tecnologías de la información en las relaciones comerciales