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Su investigación se centra principalmente en el estudio de estrategias de recuperación de servicio, de estrategias multicanal, así como en el análisis de las consecuencias que se derivan de las interacciones cliente-empresa. Sus trabajos se han presentado en importantes foros de discusión nacionales e internacionales como AEMARK, ACEDE, EIRASS o EMAC. También ha publicado sus estudios en revistas nacionales e internacionales como *Journal of Retailing*, *Journal of Service Research*, *International Journal of Research in Marketing* y *Tourism Management*, entre otras.

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INVESTIGACIÓN

Publicaciones relevantes:

Gao, L. X., de Haan, E., Melero-Polo, I., & Sese, F. J. (2022) "Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention", *Journal of the Academy of Marketing Science*, 1-38.

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- L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019) "Multichannel Integration along the Customer Journey: A Systematic Review and Research Agenda", **The Service Industries Journal**
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DOCENCIA

Asignaturas a impartir curso 2020-2021:

- Dirección Comercial I (Grados de ADE y DADE)
- Comportamiento del Consumidor (Máster Universitario en Dirección, Estrategia y Marketing)