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CONTACTO

F. Javier Sesé es Catedrático de Universidad en la Facultad de Economía y Empresa de la Universidad de Zaragoza.

Su investigación discurre en el ámbito de la gestión de las relaciones entre proveedor y cliente (CRM), con un especial interés en el estudio de la adquisición y retención de clientes, de su comportamiento multicanal, de la expansión de la relación, de la experiencia del cliente, y de la gestión de quejas y recuperación del servicio. También estudia el comportamiento responsable de los individuos, y los factores que determinan su motivación para contribuir al bien social. Su investigación ha sido publicada en revistas científicas internacionales como *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Service Research* y *Journal of Interactive Marketing*. Actualmente es Editor Senior de la revista BRQ Business Research Quarterly, y es miembro del Editorial Review Board de la revista *Journal of Service Research*.

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INVESTIGACIÓN

Publicaciones relevantes:

Gao, X., de Haan, E., Melero, 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***, in press.

Boyd, E., Sese, F.J., Tillmanns, S. (2022), «The design of B2B customer references: A signaling theory perspective», ***Journal of the Academy of Marketing Science***, in press.

Minguez, A., Sese, F.J. (2022), «Periodic Versus Aggregate Donations: Leveraging Donation Frequencies to Cultivate the Regular Donor Portfolio», ***Journal of Service Research***, in press.

Viswanathan, V., Koetterheinrich, K., Bijmolt, T.H.A., Krafft, M., Sese, F.J. (2022), «Quantifying the effect of status in a multi-tier loyalty program», ***Industrial Marketing Management***, Vol. 104, 376-383.

Liu, H. y Sese F.J. (2022), "The Impact of Mobile App Adoption on Cross-buying: The Moderating Roles of Product Category Characteristics and Adoption Timing", ***Journal of Retailing***, Vol. 98 (2), 241-259.

Cambra, J., Melero, I., Patricio, L. y Sese F.J. (2020), "Chanel Habits and the Development of Successful Customer-Firm Relationships in Services", ***Journal of Service Research***, 23 (4), 456-475.

Gao, X., Melero-Polo, I. y Sese F.J. (2020), «Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence», **Journal of Service Research**, 23 (2), 174-193.

Cambra-Fierro, Gao, X., Melero-Polo, I. y Sese F.J. (2019), "What Drives Customers' Active Participation in the Online Channel? Customer Equity, Experience Quality, and Relationship Proneness", **Electronic Commerce Research and Applications**, 35 (May-June).

Petersen, J. A., Kumar, V., Polo, Y. y Sesé, F. J. (2018), "Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability", **Journal of the Academy of Marketing Science**, Vol. 46 (5), 813-836.

Cambra, J., Melero, I., Sese, F. J. y van Doorn, J. (2018), "Customer-Firm Interactions and the Path to Profitability: A Chain-of-Effects Model", **Journal of Service Research**, Vol. 21(2), 201-218.

Cambra, J., Melero, I. y Sese, F. J. (2018), "Customer value co-creation over the relationship life cycle", **Journal of Service Theory and Practice**, Vol. 28(3), 336-355.

Viswanathan, V., Sese, F. J. y Krafft, M. (2017), "Social influence in the adoption of a B2B loyalty program: The role of elite status members", **International Journal of Research in Marketing**, Vol. 34(4), 901-918.

López, M.E., Melero, I. y Sesé, F.J. (2017), "Does specific CSR training for managers impact shareholder value? Implications for education in sustainable development", **Corporate Social Responsibility and Environmental Management**, Vol. 24(5), 435-448.

Polo, Yolanda and Sese, F. Javier (2016), "Does the Nature of the Interaction Matter? Understanding Customer Channel Choice for Purchases and Communications," **Journal of Service Research**, 19 (3), 276-290.

Cambra, Jesus; Kamakura, Wagner A.; Melero, Iguacel, and Sese, F. Javier (2016), "Are multichannel customers really more valuable? An analysis of banking services," **International Journal of Research in Marketing**, 33 (1), 208-212.

Melero, Iguacel ; Sese, F. Javier ; Verhoef, Peter C. (2016), "Recasting the customer experience in today's omnichannel environment," **Universia Business Review**, Vol. 50. pp. 18-37.

Maicas, Juan Pablo; and Sese, F. Javier (2015), "Customer Base Management in Network Industries: The Moderating Role of Network Size and Market Growth," **European Management Review**, 12 (4), 209-220.

Cambra, Jesús; Melero, Iguácel, y Sese, F. Javier (2015) "Managing Complaints to Improve Customer Profitability". **Journal of Retailing**, 91 (1), 109-124.

Cambra, Jesus; Melero, Iguacel; and Sese, F. Javier (2015), "Does the Nature of the Relationship Really Matter? An Analysis of the Roles of Loyalty and Involvement in Service Recovery Processes," **Service Business**, 9 (2), 297-320.

Cambra, Jesus; Melero, Iguacel; and Sese, F. Javier (2014), "From Dissatisfied Customers to Evangelists of the Firm: A Study of the Spanish Mobile Service Sector," **Business Research Quarterly**, 17 (3), 191-204.

Polo, Yolanda y Sese, F. Javier (2013), "Strengthening Customer Relationships: What Factors

Influence Customers to Migrate to Contracts?”, *Journal of Service Research*, 16 (2), 138-154.

Cambra, Jesús; Melero, Iguácel y Sese, F. Javier (2012), “Aproximación al Concepto de Engagement: Un Estudio Exploratorio en el Sector de la Telefonía Móvil,” *Universia Business Review*, 33, 84-103.

Polo, Yolanda, Sese, F. Javier and Verhoef, Peter C. (2011), “The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market,” *Journal of Interactive Marketing*, 25 (4), 201-214. *Runner-up for the 2012 Award for the Best Paper*

Polo, Yolanda and Sese, F. Javier (2009), “How to Make Switching Costly: The Role of Marketing and Relationship Characteristics,” *Journal of Service Research*, 12 (2), 119-137.

Maicas, Juan Pablo; Polo, Yolanda and Sese, F. Javier (2009), “The Role of Personal Network Effects and Switching Costs in Determining Mobile Users’ Choice,” *Journal of Information Technology*, 24 (2), 160-171.

Maicas, Juan Pablo; Polo, Yolanda and Sese, F. Javier (2009), “Reducing the Level of Switching Costs in Mobile Communications: The Case of Mobile Number Portability,” *Telecommunications Policy*, 33 (9), 544-554.

Ocaña, Carlos; Polo, Yolanda and Sese, F. Javier (2009), “Existencia y Heterogeneidad de los Costes de Cambio en la Industria de la Telefonía Móvil,” *Hacienda Pública Española*, 191 (4), 9-26.

Polo, Yolanda, and Sese, F. Javier (2009), “La Retención de los Clientes. Un Estudio Empírico de sus Determinantes,” *Revista Española de Investigación de Marketing*, 13 (1), 117-137.

Maicas, Juan Pablo, and Sese, F. Javier (2008), “Análisis de la Intensidad de los Costes de Cambio en la Industria de la Telefonía Móvil,” *Cuadernos de Economía y Dirección de la Empresa*, 35, 27-56.

Maicas, Juan Pablo, Polo, Yolanda, and Sese, F. Javier (2007), “El Papel de los Costes de Cambio en las Relaciones con los Clientes a Largo Plazo,” *Universia Business Review*, 14, 42-55.

Maicas, Juan Pablo; Polo, Yolanda and Sese, F. Javier (2006), “The Impact of Customer Relationship Characteristics on Customer Switching Behavior: Differences between Switchers and Stayers,” *Managing Service Quality*, 16 (6), 556-574.

DOCENCIA

Asignaturas de Grado:

Grado en Marketing e Investigación de Mercados:

- Introducción al Marketing
- Decisiones sobre Gestión Comercial de Precios

Asignaturas de Posgrado:

Máster Universitario en Dirección, Estrategia y Marketing

- Gestión de Relaciones y Valor del Cliente

Publicaciones Relevantes en Docencia:

- Blasco, Lorena; Buil, Isabel; Hernández, Blanca y Sese, F. Javier (2013), "Using Clickers in Class. The Role of Interactivity, Active Collaborative Learning and Engagement in Learning Performance," ***Computers and Education***, 62 (March), 102-110.
- Buil, Isabel; Hernández, Blanca; Sese, F. Javier y Urquizu, Pilar (2012), "Los Foros de Discusión y sus Beneficios en la Docencia Virtual: Recomendaciones para un Uso Eficiente," ***Innovar***, 22 (43), 131-143.
- Hernández, Blanca; Montaner, Teresa; Sese, F. Javier y Urquizu, Pilar (2011), "The Role of Social Motivations in e-Learning: How Do They Affect Usage and Success of ICT Interactive Tools?," ***Computers in Human Behavior***, 27 (6), 2224-2232.

Horario de Tutorías:

- Lunes: 15.00 a 17.00
- Martes: 13.00 a 17.00