

Andreea Trifu

CONTACT

Andreea Trifu is Assistant Professor in the Department of Marketing at the University of Zaragoza.

Andreea earned a PhD in Economics and Business Management from the University of Zaragoza (Spain) and is the recipient of the Extraordinary Doctorate Award. Her research focuses on the customer journey, the customer experience and customer-firm interactions and touchpoints. Her main research interests are related to B2B interactions and buyer-supplier relationships. The results of her research have been published in prestigious journals such as *Journal of Business Research*, *Journal of Retailing and Consumer Services* or *Journal of Business & Industrial Marketing*. Andreea has attended and presented her research at international conferences such as the European Marketing Academy (EMAC) Conference, Academy of Marketing Science (AMS) Conference, the AEMARK International Marketing Congress or ACEDE Conference. She has received several prestigious awards for her research, including the Best Paper Award in the Customer Experience & Journey Track at SERVSIG 2022, Best Paper Award of the Marketing Section at ACEDE 2022, and the Rodolfo Vázquez Casielles award of the Marketing Section at ACEDE 2021.

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RESEARCH

Academic articles

Cambra-Fierro, J., Fuentes-Blasco, M., Gao, L. X., Melero-Polo, I., & Trifu, A. (2022). The influence of communication in destination imagery during COVID-19. *Journal of Retailing and Consumer Services*, 64, 102817.

Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. Á., & Trifu, A. (2022). Exploring the role of service touchpoints on the path to financial, behavioral and relational customer outcomes: insights from a B2B service context. *Journal of Business & Industrial Marketing*, 37(11), 2260-2277.

Cambra-Fierro, J., Polo-Redondo, Y., Trifu, A. (2021) Short-term and long-term effects of touchpoints on customer perceptions. *Journal of Retailing and Consumer Services*, Vol. 61, 102520.

Ruz-Mendoza, M. A., Trifu, A., Cambra-Fierro, J., Melero-Polo, I. (2021) Standardized vs. customized firm-initiated interactions: Their effect on customer gratitude and performance in a B2B context. *Journal of Business Research*, Vol. 133, pp. 341-353.

Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., & Trifu, A. (2021). How do firms handle variability in customer experience? A dynamic approach to better understanding customer retention. *Journal of Retailing and Consumer Services*, 61, 102578.

Book chapters

Cambra-Fierro, J., Mendoza, M. Á. R., Gao, L., Polo, I. M., Trifu, A., & Pérez, M. E. L. (2021). Análisis de las interacciones empresa-cliente a lo largo del customer journey: una propuesta de acción en el sector asegurador. In *Innovación y estrategias en el comercio y en servicios en general: de lo físico a lo digital* (pp. 35-57). Cátedra Fundación Ramón Areces de Distribución Comercial.

Awards

Extraordinary Doctorate Award, University of Zaragoza, February 2023

Best Paper Award in the Customer Experience & Journeys Track, 12th SERVSIG 2022 for the paper titled "Managing the B2B customer experience: An empirical study of its impact on customer outcomes", June 2022

Best Paper Award of the Marketing Section, ACEDE 2022 for the paper titled "Moments of truth and their impact on profitability and behavioral customer outcomes: A longitudinal study in a B2B services context", June 2022

Rodolfo Vázquez Casielles Best Paper Award of the Marketing Section, ACEDE 2021 for the paper titled "The unique role of customer experience variability and market turbulence in customer retention", June 2021

TEACHING

Academic Year 2022/2023

Degree in Business Administration (GADE):

- Introduction to Market Research
- Marketing Management I
- Marketing Management II

Academic Year 2021/2022

Degree in Business Administration (GADE):

- Marketing Management I

Academic Year 2020/2021

Double degree Law/Business Administration (DADE):

- Marketing Management I