

# Paula Bitrián Arcas

## CONTACT

**Paula Bitrián Arcas is a pre-doctoral researcher in the Department of Marketing Management and Market Research of the University of Zaragoza.**

Her main lines of research focus on the subject of gamification and its application in different contexts. Her works have been published in scientific journals such as The International Journal of Management Education and the European Journal of Management and Business Economics and have been presented in important discussion forums such as AEMARK or Marketing Trends.

Currently, she is in the research period leading to the preparation of the Doctoral Thesis and the obtaining of the PhD Degree.

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## Journal articles:

Bitrián, P., Buil, I., and Catalán, S. (2021). Enhancing user engagement: The role of gamification in mobile apps, *Journal of Business Research*, Vol. 132, pp. 170-185.

Bitrián, P., Buil, I., & Catalán, S. (2021). Making finance fun: the gamification of personal financial management apps, *International Journal of Bank Marketing*.

Bitrián, P., Buil, I., and Catalán, S. (2020). Gamification in sport apps: The determinants of users' motivation, *European Journal of Management and Business Economics*, Vol. 29(3), pp. 365-381.

Bitrián, P., Buil, I., and Catalán, S. (2020). Flow and business simulation games: A typology of students, *The International Journal of Management Education*, Vol. 18 (1), pp. 100365.

## Book chapters:

Bitrián, P. and Catalán, S. (2019). "La gamificación en apps de deporte", *Comunicación e Información Digital* S20-08.

## TEACHING

### Subjects taught academic year 2020/21:

#### Bachelor's Degree in Marketing and Market Research (1<sup>st</sup> year)

- Introduction to Marketing

#### Bachelor's Degree in Finance and Accounting (1<sup>st</sup> year):

- Introduction to Marketing