

# Lorena Blasco Arcas

## CONTACT

**Doctor from the University of Zaragoza and is currently Associate Professor at ESCP Business School.**

After working in the cultural sector as an artistic director of programming, she began her academic career as an assistant professor at the Faculty of Business and Public Management in Huesca. Lorena has extensive teaching experience in marketing in both undergraduate and graduate degrees and executive training at an international level, having collaborated with institutions in America, Europe and Asia.

Her research interests focus on consumer behavior in digital environments, focusing on digital co-creation processes, social influence and customer engagement, and the impact of new technologies on business relationships.

**Address:** ESCP Business School ([www.escp.eu](http://www.escp.eu)). C/ Arroyofresno, 1. 28035, Madrid

**External Phone:** 913862511

**E-mail:** [lblasco@escp.eu](mailto:lblasco@escp.eu)

## RESEARCH

### Most relevant publications:

Blasco-Arcas, L., Alexander, M., Sörhammar, D., Jonas, J. M., Raithel, S., & Chen, T. (2020): "Organizing actor Engagement: A platform perspective", ***Journal of Business Research***, Vol. 118, 74-85.

Lee, H. H. M., & Blasco-Arcas, L. (2020): "Influencer marketing post Covid-19: Notes on being a personal brand", ***Managing a Post-Covid19 Era***, 25.

Blasco-Arcas, L., Ortega, B. H., & Martínez, J. J. (2019): "Let me see how others socialize to co-create my own experiences": the importance of C2C interactions-related cues in it-service environments" ***In Omnichannel Marketing: las nuevas reglas de la distribución y el consumo en un mundo omnicanal*** (pp. 49-75). Cátedra Fundación Ramón Areces de Distribución Comercial.

Blasco-Arcas, L., Hernandez-Ortega, B. I., & Jimenez-Martinez, J. (2016), "Engagement platforms: The role of emotions in fostering customer engagement and brand image in interactive media", *Journal of Service Theory and Practice*, Vol26(5), 559-589.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2014), "The online purchase as a context for co-creating experiences: drivers of and consequences for customer behavior", *Internet Research*, vol.24(3), pp.393-412.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2014), "Collaborating online: the role of interactivity and personalization", *The Service Industries Journal*, vol.34(8), pp.677-698.

Blasco-Arcas, L., Hernández-Ortega, B. y Jiménez-Martínez, J. (2014), "Adopting televisión as a new channel for e-commerce. The influence of interactive technologies on consumer behavior", *Electronic*

Commerce Research Journal, vol. 13(4), pp.457-475.

Blasco-Arcas, L. , Buil, I. , Hernández-Ortega, B. y Sesé, F.J. (2013) “Using clickers in class. The role of interactivity, active collaborative learning and engagement in learning performance”, Computers and Education, vol.62 (March), pp. 102-110.

Blasco, L., Buil, I., Hernández, B. y Sesé F. J. (2012), “Student attitudes and learning performance derived from the use of clickers in class”, EDUTEC-e, Vol. 40.

Blasco-Arcas, L., Aznar-Baranda, J.I., Hernández-Ortega, B. & Ruiz-Mas, J. (2011), “IPTV as a services distribution channel: The importance of interactivity and personalization in the purchasing of news-on-demand packages”, Industrial Management & Data Systems, vol.111 (9), pp.1381 - 1398.

## **TEACHING**

Lorena teaches various graduate programs at ESCP Business School in the areas of marketing analytics and data-driven decisions, as well as digital marketing and strategic management of social networks. Likewise, she collaborates with executive programs and is regularly invited to give seminars on these subjects in other institutions.

### **MSc in Marketing and Digital Media**

- Data & Analytics for Decision-making
- Social Media Management

### **Master in Management (Grand-Ecole Master Program)**

- Data-driven Marketing
- Marketing and Customer Analytics

### **MBA in international management**

- Business and Marketing Analytics
- Digital Marketing and Social Media

### **Executive Education**

- Executive MS in Communication (Paris Campus)- Digital Seminar
- Executive MS in Marketing Sales & Services (CFVG, Vietnam)- “Big Data and Marketing Analytics”