

Isabel Buil Carrasco

CONTACT

PhD from the University of Zaragoza and Associate Professor of the University of Marketing and Market Research at the University of Zaragoza.

Her research focuses on the field of brand management and gamification. Her works have been presented in important discussion forums and published in national and international journals, such as Journal of Business Research, Journal of Advertising Research, Journal of Business Ethics, European Journal of Marketing, Tourism Management or Computers & Education.

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RESEARCH

Latest publications:

Wallace, E., Buil, I., and de Chernatony, L. (2020) "Consuming Good' on Social Media: What Can Conspicuous Virtue Signalling on Facebook Tell Us About Prosocial and Unethical Intentions?", **Journal of Business Ethics**, Vol. 162, pp. 577-592.

Buil, I., Catalán, S. and Martínez, E. (2020) "Understanding applicants' reactions to gamified recruitment", **Journal of Business Research**, Vol. 110, pp. 41-50.

Wallace, E. and Buil, I. (2020) "Hiding Instagram Likes: effects on negative affect and loneliness", **Personality and Individual Differences**.

Wallace, E., Buil, I. and Catalán, S. (2020), "Facebook and luxury fashion brands: self-congruent posts and purchase intentions", **Journal of Fashion Marketing and Management**, Vol. 24 (4), pp. 571-588.

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.

Buil, I., Catalán, S. and Ortega, R. (2019) "Gamificación y motivación: Nuevas herramientas para la captación de talento", **UCJC Business & Society Review**, Vol. 63, pp. 146-179.

Buil, I., Catalán, S. and Martínez, E. (2019) "Engagement in business simulation games: A self-system model of motivational development", **British Journal of Educational Technology**, Vol. 51 /1), pp. 297-311.

Buil, I., Martínez, E. and Matute, J. (2019) "Transformational leadership and employee performance:

The role of identification, engagement and proactive personality”, ***International Journal of Hospitality Management***, Vol. 77, pp. 64-75.

Buil, I., Catalán, S. and Martínez, E. (2019) “Encouraging intrinsic motivation in management training: The use of business simulation games”, ***The International Journal of Management Education***, Vol. 17 (2), pp. 162-171.

Buil, I., Catalán, S. and Martinez, E. (2019) “The influence of flow on learning outcomes: An empirical study on the use of clickers”, ***British Journal of Educational Technology***, Vol. 50 (1), pp. 428-439.
Open access here

Buil, I., Catalán, S. and Martinez, E. (2018) “Exploring students’ flow experiences in business simulation games”, ***Journal of Computer Assisted Learning***, Vol. 34, pp. 183-192.

Wallace, E., Buil, I. and de Chernatony, L. (2017) “When does “liking” a charity lead to donation behaviour?: Exploring conspicuous donation behaviour on social media platforms”, ***European Journal of Marketing***, Vol 51(12/12), pp. 2002-2029.

Wallace, E., Buil, I. and de Chernatony, L. (2017) “Consumers’ self-congruence with a ‘Liked’ brand: cognitive network influence and brand outcomes”, ***European Journal of Marketing***, Vol 51(2), pp. 367-390.

Bravo, R., Buil, I., de Chernatony, L. and Martínez, E. (2017) “Brand Identity Management and Corporate Social Responsibility: An Analysis from Employees’ Perspective in the Banking Sector”, ***Journal of Business Economics and Management***, Vol. 18(2), pp. 241-257.

Bravo, R., Buil, I., de Chernatony, L. and Martínez, E. (2017) “Managing brand identity: effects on the employees”, ***International Journal of Bank Marketing***, Vol. 35(1), pp. 2-23.

Buil, I., Catalán, S. and Martinez, E. (2016) “Do Clickers Enhance Learning? A Control-Value Theory Approach”, ***Computers & Education***, Vol. 103, pp. 170-182.

Buil, I., Martínez, E. and Matute, J. (2016), “From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry”, ***Tourism Management***, Vol. 57, pp. 256-271.

Buil, I., Catalán, S. and Martínez, E. (2016) “The Importance of Corporate Brand Identity in Business Management: An Application to the UK Banking Sector”, ***BRQ Business Research Quarterly***, Vol. 19(1), pp. 3-12.

Wallace, E., Buil, I. and de Chernatony, L. (2014) “Consumer engagement with self-expressive brands: brand love and WOM outcomes”, ***Journal of Product and Brand Management***, Vol. 23 (1), pp. 33-42.

Wallace, E., Buil, I., de Chernatony, L. and Hogan, M. (2014) “Who “Likes” you? and why? A typology of Facebook Fans”, ***Journal of Advertising Research***, Vol. 54 (1), pp. 92-109.

Wallace, E., Buil, I. and de Chernatony, L. (2013) “Brand orientation and Brand Values in Retail Banking”, ***Journal of Marketing Management***, vol.29 (9-10), pp. 1007-1029.

Buil, I., de Chernatony, L. and Martínez, E. (2013) “Examining the Role of Advertising and Sales Promotions in Brand Equity Creation”, ***Journal of Business Research***, vol.66(1), pp.115-122.

Buil, I., Martínez, E. and de Chernatony, L. (2013) "The influence of Brand Equity on Consumer Responses", ***Journal of Consumer Marketing***, vol. 30(1), pp. 62-74.

Wallace, E., de Chernatony, L. and Buil, I. (2013) "Building Bank Brands: How leadership behavior influences employee commitment", ***Journal of Business Research***, vol. 66(2), pp.165-171.

Buil, I., de Chernatony, L. and Montaner, T. (2013) "Factors influencing consumer evaluations of gift promotions", ***European Journal of Marketing***, vol.47 (3/4), pp.574-595.

Wallace, E., de Chernatony, L. and Buil, I. (2013) "Service employee clusters in banking: Exploring Ind's typology considering behaviour, commitment and attitude about leadership", ***European Journal of Marketing***, vol. 47 (11/12), pp.1781-1803.

Blasco, L.; Buil, I.; Hernández, B. and Sesé, F.J. (2013) "Using clickers in class. The role of interactivity, active collaborative learning and engagement in learning performance", ***Computers & Education***, vol.62, pp.102-110.

Wallace, E., Buil, I. and de Chernatony, L. (2012) "Facebook 'Friendship' and Brand Advocacy", ***Journal of Brand Management***, vol. 20(2), pp.128-146.

Buil, I., Martínez, E. and Montaner, T. (2012) "La Influencia de las Acciones de Marketing con Causa en la Actitud hacia la Marca", ***Cuadernos de Economía y Dirección de la Empresa***, vol. 15 (2), pp. 84-93.

Wallace, E., de Chernatony, L. and Buil, I. (2011), "How Leadership and Commitment Influence Bank Employees' Adoption of their Bank's Values", ***Journal of Business Ethics***, vol. 101 (3), pp. 397-414.

Buil, I., de Chernatony, L. and Hem, L. (2009) "Brand Extension Strategies: Perceived Fit, Brand Type, and Culture Influences", ***European Journal of Marketing***, vol. 43 (11/12), pp. 1300-1324.

Buil, I., de Chernatony, L. and Martínez, E. (2008) "A Cross-national Validation of the Consumer-based Brand Equity Scale", ***Journal of Product and Brand Management***, vol. 17 (6/7), pp. 384-392.

TEACHING

Grade Subjects:

Degree in Marketing and Market Research:

- Introduction to Marketing
- Introduction to Market Research

Postgraduate Subjects:

Master in Management, Strategy and Marketing

- Non-Conventional Media

Access to the Moodle teaching platform:

- Moodle