

# Jesús Cambra Fierro

## CONTACT

**Full Professor of Marketing and Market Research and Dean of the Faculty of Business Sciences at the Pablo de Olavide University in Seville. He holds a doctorate from the University of Zaragoza, as well as a degree in Business Administration and Management and in Economics from the same University.**

His main lines of research focus on relationship marketing, service marketing, industrial marketing and supply chain management (SCM). It also researches issues related to business ethics. He has published in major marketing journals such as *Journal of Retailing*, *Journal of Service Research* or *International Journal of Research in Marketing*. In 2010 he was recognized as Honorary Research Fellow by the Strathclyde University of Glasgow (UK).

**Address:** Department of Business Organisation and Marketing, Pablo de Olavide University. Crta. de Utrera, km. 1. CP: 41.013, Seville

**External Phone:** 954 977 924

**E-mail:** jccamfie@upo.es

## RESEARCH

### Most relevant publications:

Cambra-Fierro, L (Xuehui). Gao and I. Melero-Polo (2021) "The Power of Social Influence and Customer-Firm Interactions in Predicting Non-transactional Behaviors, Immediate Customer Profitability, and Long-term Customer Value", *Journal of Business Research*, Vol. 125, pp. 103-119.

Cambra-Fierro, J., Melero-Polo, I., Patricio, L., Sese, J. (2020): "Channel habits and the development of successful customer-firm relationships in services". *Journal of Service Research*, Vol. 23, pp. 456-475.

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, pp. 201-218.

Pérez, L., Cambra-Fierro, J. (2017): "Taking advantage of disruptive innovation through changes in value networks: Insights from the space industry". *Supply Chain Management: An International Journal*, Vol. 22, pp. 92-99.

Cambra-Fierro, J., Pérez, L. (2015): "Learning to work in asymmetric relationships: insights from the computer software industry". *Supply Chain Management: An International Journal*, Vol. 20, pp. 1-10.

Cambra, J., Kamakura, W., Melero, I., Sese, F. J. (2016): "Are multichannel customers really more valuable? An analysis of banking services", *International Journal of Research in Marketing*, Vol. 33, pp. 208-212.

Cambra, J., Melero, I., Sese, F. J. (2015): "Managing complaints to improve customer

profitability". *Journal of Retailing*, Vol. 91, pp. 109-124.

Pérez-Luño, A., Cambra, J. (2013): "Listen to the market: do its complexity and signals make companies more innovative?". *Technovation*, Vol.33, pp. 180-192.

## **TEACHING**

### **Subjects taught:**

- Commercial Management (Bachelor's Degree)
- Commercial Management (Master in International Business)
- New trends in marketing research (Master in Research and Doctorate)