

Sara Catalán Gil

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Sara Catalán Gil is a doctor from the University of Zaragoza and is currently Associate Professor in the Department of Marketing and Market Research of the University of Zaragoza.

Her main interests are centered around the concept of gamification and its different applications in clients, workers and students. Her works have been published in international scientific journals, such as *Journal of Business Research*, *Online Information Review*, *Journal of Product and Brand Management* and *Computers & Education*, and have been presented in important discussion forums such as EMAC, AEMARK or ACEDE.

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Articles in journals:

1. 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.
2. Bravo, R., Catalán, S., and Pina, J.M. (2021). Understanding how customers engage with social tourism websites, ***Journal of Hospitality and Tourism Technology***, Vol. 12(1), pp. 141-154.
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4. 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.
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6. Buil, I., Catalán, S., and Martínez, E. (2020). Understanding applicants' reactions to gamified recruitment, ***Journal of Business Research***, Vol. 110, pp. 41-50.
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9. Catalán, S. and Martínez, E. (2020) ¿Influyen las partidas jugadas en la efectividad de los advergames? El papel de la familiaridad con la marca, ***Cuadernos de Gestión***, Vol. 20(2), pp. 149-168.
10. Buil, I., Catalán, S., and Ortega, R. (2019). Gamification and motivation: New tools for talent acquisition, ***UCJC Business & Society Review***, Vol. 63, pp. 146-179.
11. Catalán, S., Martínez, E., and Wallace, E. (2019) The role of flow for mobile advergaming effectiveness, ***Online Information Review***, Vol. 43(7), pp. 1228-1244.
12. Catalán, S., Martínez, E., and Wallace, E. (2019) Analysing mobile advergaming effectiveness: the role of flow, game repetition and brand familiarity, ***Journal of Product and Brand Management***, Vol.

28 (4), pp. 502-514.

13. Bravo, R. Catalán, S., and Pina, J.M. (2019) Analysing teamwork in higher education: an empirical study on the antecedents and consequences of team cohesiveness, ***Studies in Higher Education***, Vol. 44 (7), pp. 1153-1165.
14. 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, pp. 162-171.
15. Buil, I., Catalán, S., and Martínez, 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.
16. Catalán, S. and Martínez, E. (2018). Favorecer el 'estado de flow': La clave de los juegos de simulación empresarial, ***Journal of Management and Business Education***, Vol. 1 (2), pp. 140-159.
17. Buil, I., Catalán, S., and Martínez, E. (2018) Exploring student's flow experiences in business simulation games, ***Journal of Computer Assisted Learning***, Vol. 34, pp. 183-192.
18. Buil, I., Catalán, S., and Martínez, E. (2016) Do Clickers Enhance Learning? A Control-Value Theory Approach, ***Computers & Education***, Vol. 103, pp. 170-182.
19. 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.

Book chapters:

1. Catalán, S., Pina, J.M. y Utrillas, A. (2018). Estudio del nivel de satisfacción de los miembros de un equipo de trabajo, ***La difusión de la innovación docente: retos y reflexiones*** (pp. 35-40). Vicerrectorado de Política Académica de la Universidad de Zaragoza.
2. Buil, I., Catalán, S. y Martínez, E. (2017). Gamificando la docencia en Marketing: un estudio sobre el uso de los clickers en clase, ***Buenas prácticas en la docencia universitaria con apoyo de TIC. Experiencias en 2016*** (pp. 121-126). Zaragoza: Prensas de la Universidad de Zaragoza.
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Master's Degree in Management, Strategy and Marketing:

- Unconventional Media
- Customer Relationship Management and Customer Value

Bachelor's Degree in Business Administration:

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- Commercial Simulation

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- Introduction to Market Research

Bachelor's Degree in Economics:

- Marketing Management