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CONTACT

Associate Professor at the University in the area of Commercialisation and Market Research at the Faculty of Economic and Business Sciences of the University of Zaragoza.

Her main lines of research are responsible consumer buying behavior, environmental marketing strategy and marketing in education.

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RESEARCH

Most relevant publications:

Alves, R. R; **Fraj-Andrés, E.**; Rojo-Alboreca y Gracioli, C.R. (2019): "Implementation of Forest Certification in Brazil, Spain and Portugal: an Analytic Hierarchy Process (AHP) Application", *International Forestry Review*, Vol. 12, No. 1, 11-22.

Fraj-Andrés, E; Lucia-Palacios, L. y Pérez-López, R. (2020): "Reducing resistance to repeating a wiki activity: What can teachers do?" *British Journal of Educational Technology*. doi:10.1111/bjet.12903.

Fraj, E., Lucia, L. y Pérez, R. (2018), "How extroversion affects student attitude toward the combined use of a wiki and video recording of group presentations", *Computers & Education*, Vol. 119, 31-43.

Orús, C., Barlés, M. J., Belanche, D., Fraj, E. y Gurrea, R. (2016), "The effects of learner-generated videos for YouTube on learning outcomes and satisfaction", *Computers & Education*, Vol. 95, 254-269.

Fraj, E., Matute, J. y Melero, I. (2015) "Environmental strategies and organizational competitiveness in the hotel industry: The role of learning and innovation as determinants of environmental success", *Tourism Management*, Vol.46, 30-42.

Fraj, E., Melero, I. y Matute, J. (2013) "El aprendizaje y la innovación como determinantes del desarrollo de una capacidad de gestión medioambiental proactiva". *Cuadernos de Economía y Dirección de Empresas*, Vol.16(3), 180-194.

Fraj, E., Martínez, E., y Matute, J. (2013) "Green marketing in B2B organizations: An empirical analysis from the natural-resource-based view of the firm", *Journal of Business and Industrial Marketing*, Vol.28(5), 396-410.

Barlés, M.J., Fraj, E. y Martínez, E. (2013) "Purchase decision-making in the couple. Conflict-Solving

Tactics”, *International Journal of Business and Social Science*, Vol. 4(6), 28-43.

Barlés, M.J., Fraj, E. y Martínez, E. (2013) “Family vacation decision making: The role of woman”, *Journal of Travel & Tourism Marketing*, Vol.30, 873-890.

Fraj, E., Matute, J. y Rueda, A. (2012) “Hacia un modelo integrador de los antecedentes y consecuencias de la proactividad medioambiental en las organizaciones”, *INNOVAR*, Journal of Administrative and Social Sciences, Vol. 22 (3), 179-195.

Fraj, E., López, M.E., Melero, I. y Vázquez, R. (2012) “Company Image and Corporate Social Responsibility: Talking with SME Managers”, *Marketing Intelligence and Planning*, Vol.30 (2), 266-280.

Fraj, E., Martínez, E. y Matute, J. (2011) “Green marketing strategy and the firm’s performance: the moderating role of environmental culture”, *Journal of Strategic Marketing*, Vol.19 (4), 335-351.

Fraj, E., Martínez E., y Matute, J. (2011) “Marketing y medio ambiente: una aproximación a la situación de la industria española”. *Universia Business Review*, Vol.31, 156-183.

Fraj, E., Martínez, E. y Matute, J. (2011) “La influencia de la filosofía del marketing medioambiental en el resultado empresarial: el papel moderador de las características organizacionales”. *Revista Española de Investigación en Marketing*, Vol. 15 (1), 127-149.

Barlés, M. J., Fraj, E. y Martínez, E. (2011) “The couple’s role in holiday decision making: an empirical study.”, *Journal of Marketing Trends*, Vol.1(7), 1961-7798).<p>

Fraj, E., Martínez, E. y Matute, J. (2010) “La influencia de factores de presión en el comportamiento medioambiental de la empresa: análisis del efecto moderador del tipo de actividad”. *Revista Europea de Dirección y Economía de la Empresa*, Vol. 19(1), 127-146.

Fraj,E., Martínez, E. y Matute, J. (2009) “A multidimensional approach to the influence of environmental marketing and orientation on the firm’s organizational performance”, *Journal of Business Ethics*, Vol. 88 (2), 263-286.

Fraj, E., Martínez, E. y Matute, J. (2009) “Factors Affecting corporate environmental strategy in Spanish industrial firms”, *Business Strategy and the environment*, Vol. 18, 500-514.

TEACHING

Bachelor’s Degree Subjects:

Degree in Business Administration and Management:

- Introduction to Marketing

Degree in Economics:

- Fundamentals of Marketing

Degree in Marketing and Market Research:

- Marketing and Corporate Social Responsibility (CSR)

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing

- Environmental Marketing