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CONTACT

Blanca I. Hernandez holds a Associate Professor from the University of Zaragoza and is a University Professor in the area of Commercialization and Market Research at the University of Zaragoza.

Her research focuses on the field of new information technologies and electronic commerce, dealing with topics such as the acceptance and dissemination of innovations, electronic invoicing, the co-creation of experiences between individuals and the generation of engagement.

She is currently Vice-Dean of Students and Employment of the Faculty of Economics and Business and Director of the APL Chair, from Logistics Planning and Management.

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RESEARCH

Most relevant publications:

B Hernández-Ortega, H San Martín, Á Herrero, JL Franco (2020), "What, how and when? Exploring the influence of firm-generated content on popularity in a tourism destination context", ***Journal of Destination Marketing & Management***, Vol. 18, in press.

B Hernandez-Ortega (2020), "What about "U"? The influence of positive online consumer reviews on the individual's perception of consumption benefits", ***Online Information Review***, in press.

Á Herrero, B Hernández-Ortega, H San Martín (2020), "Potential funders' motivations in reward-based crowdfunding. The influence of project attachment and business viability", ***Computers in Human Behavior***, Vol. 106, in press.

B Hernández-Ortega (2020), "When the performance comes into play: The influence of positive online consumer reviews on individuals' post-consumption responses", ***Journal of Business Research***, Vol. 113, in press.

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L Chavez, C Ruiz, R Curras, B Hernandez (2020), "The Role of Travel Motivations and Social Media Use in Consumer Interactive Behaviour: A Uses and Gratifications Perspective", ***Sustainability***, Vol. 12 No. 21, in press.

J Borraz-Mora, B Hernandez-Ortega, M Melguizo-Garde (2020), "The influence of generic-academic competences on satisfaction and loyalty: the view of two key actors in higher education", ***Journal of Higher Education Policy and Management***, Vol. 42 No. 5, 563-578.

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TEACHING

Bachelor's Degree Subjects:

Degree in Finance and Accounting:

- Introduction to Marketing

Degree in Marketing and Market Research:

- Introduction to Marketing

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing

- New Information Technologies in Commercial Relations

Master's Degree in Production and Logistics Operations-ERP