

Carolina Herrando Soria

CONTACT

Carolina Herrando is researcher at the University of Twente. She holds her PhD at the University of Zaragoza (Spain). She has been visiting researcher in Hosei University (Japan) as a HIF Research Fellow, in the Marketing Center Münster (Germany) and in the BMS LAB at the University of Twente (The Netherlands).

Herrando's research interests are in the fields of online consumer behavior and digital marketing with particular focus on emotions during the customer journey.

Address: University of Twente. Ravelijn, 2212 | P.O.box 217, 7500 AE ENSCHEDE

Phone Number: 053-489 9476

E-mail: c.herrando@utwente.nl

RESEARCH

Most relevant publications:

Pérez-López, R., Gurrea-Sarasa, R., Herrando, C., Martín-De Hoyos, M. J., Bordonaba-Juste, V., & Utrillas-Acerete, A. (2020). "The generation of student engagement as a cognition-affect-behaviour process in a Twitter learning experience", **Australasian Journal of Educational Technology**, 36 (3), 132-146.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2019). "Tell me your age and I tell you what you trust: the moderating effect of generations", **Internet Research**, <https://doi.org/10.1108/IntR-03-2017-0135>

Wang, Y., Herrando, C. (2019). "Does privacy assurance on social commerce sites matter to millennials?", **International Journal of Information Management**, Vol. 44, 164-177.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "Surfing or flowing? How to retain e-Customers on the Internet, **Spanish Journal of Marketing - ESIC**, Vol. 22(1), 2-21.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "The state of flow in social commerce: The importance of flow consciousness, **International Journal of Electronic Marketing and Retailing**, 9(4), 320-343.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2018). "From sPassion to sWOM: The role of flow", **Online Information Review**, 42(2), 191-204.

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J. (2017). "Passion at first sight: How to engage users in social commerce contexts", **Electronic Commerce Research**, Vol. 17(4), 701-720.

Book Chapters:

Herrando, C., Jiménez-Martínez, J., Martín-De Hoyos, M.J., Asakawa, K., Yana, K. (2017). "The role of active and passive s-WOM: Does participation affect e-Loyalty?", **en Trespalacios, J.A., Vázquez, R., Estrada, E., González, C., Marketing Insights: La respuesta del comercio a las**

tendencias de comportamiento social del consumidor, pp. 17-31. KRK Ediciones: Oviedo, España.

TEACHING

Academic Year 2018/19:

Degree in Business Administration and Management (2nd year):

- Introduction to Market Research

Degree in Business Administration and Management in English (2nd year):

- Introduction to Market Research

Academic Year 2017/18:

Degree in Business Administration and Management (1st year):

- Introduction to Marketing

Degree in Business Administration and Management in English (2nd year):

- Introduction to Market Research

Degree in Law - Business Administration and Management (4th year):

- Introduction to Market Research

Academic Year 2016/17

Degree in Business Administration and Management (1st year):

- Introduction to Marketing

Degree in Law - Business Administration and Management (4th year):

- Introduction to Market Research

Academic Year 2015/16

Degree in Business Administration and Management (2nd year):

- Introduction to Market Research

Degree in Business Administration and Management in English (2nd year):

- Introduction to Market Research

Degree in Finance and Accounting (2nd year):

- Introduction to Market Research