

María José Martín de Hoyos

CONTACT

M^a José Martín de Hoyos is a Doctor from the University of Zaragoza and Associate Professor at the Faculty of Economics and Business at the University of Zaragoza.

Her main lines of research focus on the study of the adoption and acceptance of information technologies related to marketing, online consumer behavior and the transmission of emotions in online environments.

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RESEARCH

Most relevant publications:

Calahorra, G. y Martín-De Hoyos M.J. (2020). "Analysis of emotions in the hotel destination choice: using a valence and arousal affective space", ***International Journal of Business & Management Studies***, Volume 01; Issue nº 01, pp. 69-82.

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-affectbehaviour process in a Twitter learning experience", ***Australasian Journal of Educational Technology***, 36(3) pp. 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>, Volume 29; nº 4; pp. 799-817

Herrando, C., Jiménez, J., Martín, M.J. (2019). "Social Commerce users' optimal experience: stimuli, response and culture", ***Journal of Electronic Commerce Research***, 20 (4), pp. 199-218.

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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.

Bravo, R., Lucia, L. y Martín, M.J. (2016) "Processes and outcomes in student teamwork. An empirical

study in a Marketing Subject”, **Studies in Higher Education**, Vol. 41(2), 302-320.

Bravo, R., Lucia, L. y Martín, M.J. (2013) “Assessing a web library program for information literacy learning”, **Reference Services Review**, vol. 41(4), pp.623-638.

Hernández, B., Jiménez, J. y Martín, M.J. (2011), “Age, Gender and Income: Do they Really Moderate Online Shopping Behavior?”, **Online Information Review**, Vol. 35 (1), 113-133.

Hernández, B., Jiménez, J. y Martín, M.J. (2010), “The Influence of Website Quality on its traffic rank. The Case of e-Banking in Spain”, **Information Research**, Vol.15 (2), paper 429.

Hernández, B., Jiménez, J. y Martín, M.J. (2010), “Customer Behavior in Electronic Commerce: The Moderating Effect of e-Purchasing Experience”, **Journal of Business Research** Vol. 63 (9-10), 964-971.

Hernández, B., Jiménez, J., y Martín, M.J. (2010), “Business management software in high-tech firms: The case of the IT services sector”, **Journal of Business and Industrial Marketing**, Vol. 25, (2), 132-146.

Hernández, B., Jiménez, J. y Martín, M.J. (2009), “Key Website Factors in e-Business Strategy”, **International Journal of Information Management**, Vol. 29 (5), 362-371.

Hernández, B., Jiménez, J. y Martín, M.J. (2009), “The Impact of Self-Efficacy, Ease of Use and Usefulness on e-Purchasing: An Analysis of Experienced e-Shoppers”, **Interacting with Computers**, Vol. 21 (1-2), 146-156.

Hernández, B.; Jiménez, J. y Martín, M.J. (2009), “Future use intentions versus intensity of use: An analysis of corporate technology acceptance”, “ **Industrial Marketing Management**, Vol. 38, 338-354.

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Hernández, B., Jiménez, J., y Martín, M.J. (2008), “Differences between potential, new and experienced e-customers: analysis of e-purchasing behavior”, **Internet Research**, Vol. 18 (3), 248-265.

Hernández, B., Jiménez, J. y Martín, M.J. (2006), “Analysis of the moderating effect of industry on online behaviour”, **Online Information Review**, Vol.30 (6), 681-698.

TEACHING

Grade Subjects:

Degree in Business Administration and Management:

- Introduction to Marketing

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing:

- Information technologies in commercial relations