

# Jorge Matute Vallejo

## CONTACT

**Associate Professor in the Department of Business Management at the IQS School of Management of the Ramon Llull University, in Barcelona.**

He currently teaches at IQS School of Management. He holds a PhD from the University of Zaragoza, a Bachelor of Business Administration and Management and a Master's in Business Communication and Advertising.

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## RESEARCH

### Most relevant publications:

Filimonau, V., Derqui, B., & Matute, J. (2020) "The COVID-19 pandemic and organisational commitment of senior hotel managers", ***International Journal of Hospitality Management***, Vol. 91, 102659.

Matute, J., Sánchez-Torelló, J. L., & Palau-Saumell, R. (2020) "The Influence of Organizations' Tax Avoidance Practices on Consumers' Behavior: The Role of Moral Reasoning Strategies, Political Ideology, and Brand Identification", ***Journal of Business Ethics***, 1-18.

Filimonau, V., Matute, J., Kubal-Czerwińska, M., Krzesiwo, K., & Mika, M. (2020) "The determinants of consumer engagement in restaurant food waste mitigation in Poland: An exploratory study", ***Journal of Cleaner Production***, Vol. 247, 119105.

Matute, J., Palau-Saumell, R., & Occhiocupo, N. (2019) "Understanding customer brand engagement in user-initiated online brand communities: antecedents and consequences", ***Journal of Product & Brand Management***.

Pujadas-Hostench, J., Palau-Saumell, R., Forgas-Coll, S., & Matute, J. (2019) "Integrating theories to predict clothing purchase on SNS", ***Industrial Management & Data Systems***, Vol. 119(5), 1015-1030.

Buil, I., Martínez, E., & Matute, J. (2019) "Transformational leadership and employee performance: The role of identification, engagement and proactive personality" ***International Journal of Hospitality Management***, Vol. 77, 64-75.

Filimonau, V., Matute, J., Mika, M., & Faracik, R. (2018) "National culture as a driver of pro-environmental attitudes and behavioural intentions in tourism" ***Journal of Sustainable Tourism***, Vol. 26(10), 1804-1825.

Filimonau, V., Matute, J., Durydiwka, M., Faracik, R., Mika, M., & Zajadacz, A. (2018) "The

- determinants of more responsible restaurant food choice in Poland”, ***Journal of Sustainable Tourism***, Vol. 26(8), 1398-1416.
- Matute, J., Palau-Saumell, R., & Viglia, G. (2018) “Beyond chemistry: the role of employee emotional competence in personalized services”, ***Journal of Services Marketing***, Vol. 32(3), 346-359.
- Forgas-Coll, S., Palau-Saumell, R., Matute, J., & Tárrega, S. (2017) “How do service quality, experiences and enduring involvement influence tourists’ behavior? An empirical study in the Picasso and Miró Museums in Barcelona”, ***International Journal of Tourism Research***, Vol. 19(2), 246-256.
- Matute, J. y Melero, I. (2019), “Understanding online business simulation games: the role of flow experience, perceived enjoyment and personal innovativeness”, ***Australasian Journal of Educational Technology***, Vol. 35 (3).
- Bravo, R., Matute, J. y Pina, J.M. (2017) “Corporate identity management and employees’ responses”, ***Journal of Strategic Marketing***, Vol. 25 (1), pp. 1-13.
- Bravo, R., Matute, J. y Pina, J.M. (2017) “Gestión de la identidad corporativa. Evidencias en el sector bancario”, ***Revista de Ciencias Sociales***, Vol. 22 (2), pp. 49-62.
- Buil, I., Martínez, E., & Matute, J. (2016) “From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry”, ***Tourism Management***, Vol. 57, 256-271.
- Bravo, R., Matute, J. y Pina, J.M. (2016) “Corporate identity management in the banking sector: effects on employees’ identification, identity attractiveness and job satisfaction”, ***Service Business***, Vol. 10, pp. 687-714.
- Gómez-Cedeño, M., Castán-Farrero, J. M., Guitart-Tarrés, L., & Matute-Vallejo, J. (2015) “Impact of human resources on supply chain management and performance”, ***Industrial Management & Data Systems***, Vol. 115(1), 129-157.
- 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.
- Bravo, R., de Chernatony, L., Matute, J. y Pina, J.M. (2013) “Projecting banks’ identities through corporate websites: A comparative analysis of Spain and the United Kingdom”, ***Journal of Brand Management***, Vol. 20(7), 533-557.
- Fraj E., Matute, J. y Melero, I. (2013) “El aprendizaje y la innovación como determinantes del desarrollo de una capacidad de gestión medioambiental proactiva”, ***Cuadernos de Economía y Dirección de la Empresa***, 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.
- Bravo, R., Matute, J. y Pina, J.M. (2012) “Análisis de la información sobre identidad visual y comunicación corporativa en los sitios web: un estudio sobre los bancos y cajas de ahorros en España”, ***Information Research-An International Electronic Journal***, Vol. 17 (2), formato electrónico.

Bravo, R., Matute, J. y Pina, J.M. (2012) "Communicating Spanish banks' Identity: the role of websites", ***Online Information Review***, Vol.36 (5), 675-697.

Bravo, R., Matute, J. y Pina, J.M. (2012) "Corporate social responsibility as a vehicle to reveal the corporate identity: a study focused on the websites of Spanish financial entities", ***Journal of Business Ethics*** Vol. 107 (2), 129-146.

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.

Bravo, R., Matute, J. y Pina, J.M. (2011) "The influence of corporate social responsibility and price fairness on customer behaviour: evidence from the financial sector", ***Corporate Social Responsibility and Environmental Management***, Vol. 18 (6), 317-331.

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.

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, 158-185.

Bravo, R., Matute, J. y Pina, J.M. (2010) "Las asociaciones de imagen como determinantes de la satisfacción en el sector bancario español", ***Cuadernos de Economía y Dirección de la Empresa***, Vol. 43, 9-36.

Barlés, M.J., Fraj,E. y Matute, J. (2010) "Identification of the Profiles of Women Who Take Holiday Decisions", ***Tourism Review***, Vol.65, (1), 4-17.

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***, 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 (8), 500-514.

## **TEACHING**

### **Bachelor's Degree Subjects:**

- Commercial Management I
- Introduction to market research
- Sports marketing oriented to activities in nature

### **Postgraduate Subjects:**

- Creation and marketing of tourist packages and marketing strategies

