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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

