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CONTACT

Associate Professor at the University in the Department of Marketing Management and Market Research of the Faculty of Economics and Business.

Her research focuses mainly on the study of service recovery strategies, multichannel strategies, as well as the analysis of the consequences derived from customer-company interactions. His work has been presented in important national and international discussion forums such as AEMARK, ACEDE, EIRASS or EMAC. He has also published his studies in national and international journals such as *Journal of Retailing*, *Journal of Service Research*, *International Journal of Research in Marketing and Tourism Management*, among others.

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RESEARCH

Relevant publications:

Gao, X., de Haan, E., Melero, I., Sese, F. J. (2023), "Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention", *Journal of the Academy of Marketing Science*, Vol. 51, 334-371.

Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. Á., & Trifu, A. (2022) "Exploring the role of service touchpoints on the path to financial, behavioral and relational customer outcomes: insights from a B2B service context", *Journal of Business & Industrial Marketing*, ahead-of-print.

Cambra-Fierro, J., Gao, L., López-Pérez, M. E., & Melero-Polo, I. (2022) "How do macro-environmental factors impact customer experience? A refined typology, integrative framework, and implications", *The Service Industries Journal*, Vol. 42(9-10), pp. 653-687.

Cambra-Fierro, J., Gao, L., Melero-Polo, I., & Patrício, L. (2022) "Theories, constructs, and methodologies to study COVID-19 in the service industries", *The Service Industries Journal*, Vol. 42(7-8), pp. 551-582.

Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., & Trifu, A. (2021) "How do firms handle variability in customer experience? A dynamic approach to better understanding customer retention", *Journal of Retailing and Consumer Services*, Vol. 61, 102578.

Ruz-Mendoza, M. A., Cambra-Fierro, I. Melero-Polo, and Trifu, A. (2021) "Standardized vs. customized firm-initiated interactions: Their effect on customer gratitude and performance in a B2B context", *Journal of Business Research*, Vol. 133, pp. 341-353.

Cambra-Fierro, L (Xuehui). Gao and I. Melero-Polo (2021) "The Power of Social Influence and Customer-Firm Interactions in Predicting Non-transactional Behaviors, Immediate Customer Profitability, and Long-term Customer Value", *Journal of Business Research*, Vol. 125, pp. 103-119.

- J. Cambra-Fierro, I. Melero-Polo, L. Patrício y F. Javier Sese (2020) "Channel Habits and the Development of Successful Customer-Firm Relationships in Services", **Journal of Service Research**
- L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2020) "Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence", **Journal of Service Research**
- L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019) "Multichannel Integration along the Customer Journey: A Systematic Review and Research Agenda", **The Service Industries Journal**
- J. Cambra-Fierro, L (Xuehui). Gao, I. Melero-Polo y F. Javier Sese (2019) "What Drives Customers' Active Participation in the Online Channel? Customer Equity, Experience Quality, and Relationship Proneness", **Electronic Commerce Research and Applications**, (in press), 100855
- 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).
- Cambra, J., Melero, I. y Sese, F. J. (2018) "Customer value co-creation over the relationship life cycle", **Journal of Service Theory and Practice**, Vol. 28(3), 336-355.
- Cambra, J., Melero, I., Sese, F. J. y van Doorn, J. (2018) "Customer-Firm Interactions and the Path to Profitability: A Chain-of-Effects Model", **Journal of Service Research**, Vol. 21 (2), 201-218.
- Cambra, J., Melero, I., Sese, F. J. (2017), "Online Customer Initiated Contacts and the Development of Profitable Relationships", **Electronic Commerce Research and Applications** , Vol. 26, pp. 13-22.
- López, M.E., Melero-Polo, I. y Sese, F.J. (2017) "Management for Sustainable Development and Its Impact on Firm Value in the SME Context: Does Size Matter?", **Business Strategy and the Environment**, Vol. 26(7), 985-999.
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- Matute-Vallejo, J. y Melero-Polo, I. (2016) "Aprender jugando: la utilización de simuladores empresariales en el aula universitaria", **Universia Business Review**, Vol. 13, núm. 2, págs. 72-111.
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- Cambra, Jesus; Kamakura,Wagner A; Melero, Iguacel and Sese, F. Javier (2016), "Are multichannel customers really more valuable? An analysis of banking services," **International Journal of Research in Marketing**, Vol. 33(1), 208-212.
- Cambra, Jesús; Melero, Iguácel, y Sese, F. Javier (2016) "Can complaint-handling efforts promote customer engagement?" **Service Business**, Vol. 10(4), 847-866.
- Cambra, Jesús; Melero, Iguácel, y Sese, F. Javier (2015) "Managing Complaints to Improve Customer Profitability". **Journal of Retailing** Vol. 91 (1), págs. 109-124.
- 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, págs. 30-42.

Cambra, J., Melero, I. y Sesé, F. J. (2015). “Does the nature of the relationship really matter? An analysis of the roles of loyalty and involvement in service recovery processes”, **Service Business** Vol. 9 (2), págs. 297-320.

Cambra, J., Melero, I. y Sesé, F. J. (2014). “From dissatisfied customers to evangelists of the firm: a study of the Spanish mobile service sector”, **Business Research Quarterly**, Vol. 17, págs. 191-204.

Cambra, J., Melero, I. y Vázquez, R. (2013). “Customer engagement: innovation in non-technical marketing processes”, **Innovation Management, Policy and Practice**, Vol.13, págs.326-336.

TEACHING

Subjects to teach in 2020-2021:

- Commercial Management I (Degrees of ADE and DADE)
- Consumer Behavior (Master’s Degree in Management, Strategy and Marketing)