

Teresa Montaner Gutiérrez

CONTACT

Associate Professor at the Faculty of Economics and Business of the University of Zaragoza. Her lines of research focus on the study of sales Promotion, marketing with a cause, brand management and e-learning.

Address: Faculty of Economics and Business (Campus Río Ebro), Edificio Lorenzo Normante, María de Luna s/n, cp:50018, Zaragoza

Internal Phone: 4943

External Phone: 976761834

E-mail: montagut@unizar.es

RESEARCH

Barbed Ferrández, S.M.; Montaner Gutiérrez, T.; Larramona Ballarín, G.; Ferrer Lozano, M.; Lou Francés, G.M.(2020). "Impacto de la utilización de sistemas de medición de glucosa intersticial en el control glucémico en pacientes pediátricos con diabetes mellitus tipo 1", **Revista Mexicana de Pediatría**, Vol. 87(1), pp. 13-17. 2020.

Barbed Ferrández, S.M.; Montaner Gutiérrez, T.; Larramona Ballarín, G.; Ferrer Lozano, M.; Lou Francés, G.M. (2020). "Impacto en el bienestar percibido por cuidadores de niños y adolescentes con diabetes tipo 1 mediante la utilización de sistemas de medición de glucosa intersticial", **Endocrinología, Diabetes y Nutrición**. DOI: 10.1016/j.endinu.2019.11.007

Lou, G.; Larramona, G.; Montaner, T.; Barbed, S. (2020). "The HbA1c, coefficient of variation of glucose levels and hypoglycaemia in a pediatric sample when using continuous glucose monitoring", **Journal of Pharmaceutical Health Services Research**, Vol. 11(2), pp. 189-191.

Lou, G.; Larramona, G.; Montaner, T.; Barbed, S. (2020). "Effect of CGM in the HbA1c and Coefficient of Variation of glucose in a pediatric sample", **Primary Diabetes Care**. DOI:10.1016/j.pcd.2020.10.005.

Melero, I. y Montaner, T. (2016), "Cause-Related Marketing: An Experimental Study about how the Product Type and the Perceived Fit may Influence the Consumer Response", **European Journal of Management and Business Economics**, Vol. 25 (3), pp. 161-167.

Buil, I., de Chernatony, L. y Montaner, T. (2013) "Factors influencing consumer evaluations of gift promotions", **European Journal of Marketing**, vol.47 (3/4), pp.574-595.

Buil, I., Melero, I. y Montaner, T. (2012) "La estrategia de marketing con causa: Factores determinantes de su éxito", **Universia Business Review**, vol.36 (4), pp. 90-107.

Buil, I., Martínez, E. y Montaner, T. (2012) "La Influencia de las Acciones de Marketing con Causa en la Actitud hacia la Marca", **Cuadernos de Economía y Dirección de la Empresa**, vol. 15 (2), pp. 84-93.

Bravo, R.; Montaner, T. y Pina, J.M. (2012) "Corporate brand image of financial institutions: A consumer approach", ***Journal of Product and Brand Management***, Vol. 21 (4), pp.232-245.

Buil, I., de Chernatony y Montaner, T. (2011) "Consumer response to gift promotions", ***Journal of Product and Brand Management***, vol. 20(2), pp.101-110.

Hernández, B.; Montaner, T.; Sesé, J. y Urquizu, P. (2011) "The role of social motivations in E-Learning: How do they affect usage and success of ICT interactive tools?", ***Computer in Human Behavior***, vol. 27(6), pp.2224-2232.

Bravo, R.; Montaner, T. y Pina, J.M. (2010), "Corporate Brand Image in Retail Banking. Development and Validation of a Scale", ***Service Industries Journal***, Vol. 30(8), 1199-1218.

TEACHING

Bachelor's Degree Subjects:

Degree in Marketing and Market Research:

- Introduction to Market Research
- Market Research I
- Market Research II

Postgraduate Subjects:

Master's in Management, Strategy and Marketing:

- Non-conventional Media