

# José Miguel Pina Pérez

## CONTACT

**Associate Professor of University. He has carried out numerous investigations in fields such as brand extensions, brand image and corporate image.**

His most recent research is focusing on the corporate identity of financial institutions, as well as luxury brand extensions. His publications include *Cuadernos de Economía y Dirección de la Empresa*, *Revista Española de Investigación de Marketing ESIC*, *Journal of Business Research*, *European Journal of Marketing and Service Industries Journal*.

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## RESEARCH

### Main publications:

Bravo, R.; Catalán, S. & Pina, J.M. (accepted for publication), "Understanding how customers engage with social tourism websites", **Journal of Hospitality and Tourism Technology**.

Bravo, R.; Catalán, S. & Pina, J.M. (2020), "Intergenerational differences in customer engagement behaviours: An analysis of social tourism websites", **International Journal of Tourism Research**, 22 (2), 182-191.

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## TEACHING

Professor José M. Pina belongs to the Interdisciplinary Group for Teaching Innovation (GIDID), which is involved in the application of ICT to teaching.

**Grade Subjects:**

**Degree in Business Administration and Management in English (ADEi):**

- Business Decisions
- Introduction to Marketing Research

**Economics Degree:**

- Marketing Management

**Postgraduate Subjects:**

**Master's Degree in Management, Strategy and Marketing:**

- Brand Management in Organizations

**Tutorials:**

For the dissemination of marketing content, it also manages the **Marketing Discover** page: [marketingdiscover.com](http://marketingdiscover.com)