

Yolanda Polo Redondo

CONTACT

Full Professor of Marketing and Market Research at the University of Zaragoza.

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ABBREVIATED CURRICULUM VITAE

PROFESSIONAL DATA:

Category: University Cathedratric (since August 1992)

Knowledge Area: Commercialization and Market Research

Faculty: Faculty of Economic and Business Sciences

Department: Marketing and Market Research Department

TEACHING ACTIVITY:

Her teaching activity has been carried out entirely in the Faculty of Economics and Business Studies of the University of Zaragoza, where she has taught regularly in the three cycles. She has six recognised five-year teaching periods.

She has participated in numerous seminars and master's degrees at different universities and has actively collaborated in the preparation of training courses for various institutions and companies.

She has coordinated two Own Studies at the University of Zaragoza: the Postgraduate "Economics of Commercial Distribution" from 1990 to 1995, and the Master in "Business Communication and Advertising" from 2002 to 2012; and directed in the period 1998-2003 the Master in Marketing and Commercial Management organized by the University of Zaragoza and the Marketing Club of this city.

RESEARCH ACTIVITY:

Positive evaluation of the six "six years" of research requested. Period (1982-2017).

Positive evaluation of the first tranche of transfer requested.

Main Lines of Research: Management of customer relationships, experience marketing, multichannel marketing, adoption and dissemination of new technologies, strategic analysis of the Spanish banking sector, commercial distribution, development of new products, marketing of basic services and e-commerce.

Research Projects: Since 1985 she has regularly participated, as principal researcher, in more than 30 public and private research projects (Ministry of Science and Technology, Ministry of Labour, Ministry of Education and Science, CICYT, Ministry of Social Affairs, Foreign Bank Foundation, FIES

Foundation or Aragonese Economy Foundation). She is also principal investigator of the “Generés” Research Group of Excellence, recognized by the Government of Aragon, which has about twenty members.

Publications: She has published her research in more than 20 books and more than 200 articles in different national and international journals, among which stand out: Journal of Academy of Marketing Science, Strategic Management Journal, Journal of Service Research, Journal of Interactive Marketing, Research Policy, Supply Chain Management, Journal of Business Ethics, Industrial Marketing Management, European Journal of Marketing, Journal of Marketing Management y Technovation.

Conferences and Congresses: She has given conferences and monographic courses in the majority of Spanish universities and has presented around 150 communications and papers in as many national and international congresses.

Directed Doctoral Theses: She has directed 14 doctoral theses, five of which have been recognized with the Extraordinary Prize and three of them with the prize for the best Doctoral Thesis read in the area of Commercialization and Market Research. She is currently directing a new thesis on B2B relationships.

Other Research Activities: From January 2001 to December 2004 she was editor of the Spanish Journal of Marketing Research and afterwards she acted as the editor of Cuadernos Aragoneses de Economía. She was also a member of the Editorial Board of different magazines such as Cuadernos de Economía y Dirección de la Empresa, Revista de Marketing Público y no lucrativo, Universia Business Review and Revista Española de Investigación de Marketing. She is a member of the Editorial Board of the University Presses of the University of Zaragoza.

She has been President of the Organizing Committee of the VIII Meetings of Marketing Professors and of the II International Conferences on Public and Non-Profit Marketing. She has been a member of the Scientific Committee of numerous national and international congresses.

She has been President of the Scientific Association of Economics and Business Management (ACEDE) and member of the European Association of Economics and Business Management.

UNIVERSITY MANAGEMENT:

She has been Economics Manager of the National Plan for Scientific Research, Development and Technological Innovation (2008-2011), under the Ministry of Science and Technology (January 2009-December 2011).

She has been a member of the Commission of Accreditation of Chairs for the areas of Economics, Legal and Social Sciences, during the years 2010-2012.

From 2004 to 2014 she has been a member of the Advisory Council on Research, Development and Innovation (CONAID) of the Government of Aragon.

She has held various positions at his university. She has been from 1993 to 1998 and from 2002 to 2004 Director of the Department of Economics and Business Management at the University of Zaragoza. She was Vice-Dean of Academic Organization of the Faculty of Economic and Business Sciences from 1990 to 1993. She is a member of the Faculty Board, and has belonged to the Commissions of Teaching Order, Contracting, Control and Evaluation of Teaching (of which she was President for 5 years), the Study Plan and the Strategic Plan of the University. She has been part of the Faculty of the University since 1993 and has belonged to the Commission for the Elaboration of the Statutes of said University and to the Teaching and Research Subcommittee. She was Vice-

President of the Faculty of the University of Zaragoza from 2013 to 2016. Since 2016 she is the Vice-Rector for Culture and Social Projection of the University of Zaragoza.

RESEARCH

A selection of publications:

Lucia-Palacios, L. Pérez-López, R., Polo-Redondo, Y. (2020). "Does stress matter in mall experience and customer satisfaction?", **Journal of Services Marketing**, Vol 34 (2), pp. 177-191.

Lucia-Palacios, L. Pérez-López, R., Polo-Redondo, Y. (2020). "How situational circumstances modify the effects of frontline employees' competences on customer satisfaction with the store", **Journal of Retailing and Consumer Services**, Vol. 52, 101905.

Lucia, L., Pérez-López, R. y Polo-Redondo, Y. (en prensa). "Environmental Excitement and Customer-related Characteristics: Incidental Moods, Gender and Frequency of Visit A Study of Young Shoppers", **Journal of Strategic Marketing**, available online.

Lucia, L., Pérez, R. y Polo, Y. (2018), "Can social support alleviate stress while shopping in crowded retail environments?", **Journal of Business Research**, Vol. 90, 141-150 .

Petersen, J. A., Kumar, V., Polo, Y. y Sesé, F. J. (2018), "Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability", **Journal of the Academy of Marketing Science**, Vol. 46 (5), 813-836.

Polo, Y. y Sesé, F. J. (2016), "Does the Nature of the Interaction Matter? Understanding Customer Channel Choice for Purchases and Communications," **Journal of Service Research**, Vol. 19 (3), 276-290.

Lucia, L., Bordonaba, V., Polo, Y. y Grünhagen, M. (2016), "Complementary IT resources for enabling technological opportunism", **Information & Management** , Vol. 53 (5), 654-667.

Lucia, L., Pérez, R. y Polo, Y. (2015). "Enemies of cloud services usage: inertia and switching costs", **Service Business**, Vol. 10(2), 447-467.

Lucia-Palacios, L. Pérez-López, R. y Polo-Redondo, Y. (2016) "Cognitive, affective and behavioural in mall experience: a qualitative approach" , **International Journal of Retail & Distribution Management**, Vol. 44(1), 4-21.

Bordonaba, V., Grünhagen, M., Lucia, L. y Polo, Y. (2014) "Technological opportunism effects on IT adoption, intra-firm diffusion and performance: evidence from the U.S. and Spain", **Journal of Business Research**, Vol.67, 1178-1188.

Bordonaba, V., Lucia, L., Polo, Y. y Grünhagen., M. (2014) "E-business implementation and performance: analysis of mediating factors", **Internet Research**, Vol.24(2), 223-245.

Cambra, J., Fuster, A., López, M., Polo, Y. y Wilson, A. (2013), "When do firms implement CSR? A study of the Spanish construction and real state sector", **Journal of Management and Organization**, Vol.19, 150-166.

Polo, Y. y Sesé, J. (2013) "Strengthening Customer Relationships: What Factors Influence Customers to Migrate to Contracts?", **Journal of Service Research**, Vol. 16(2), 138-154.

Cambra, J., Fuster, A., Hart, S. y Polo, Y. (2012), "Market and learning orientation in times of turbulence: relevance questioned? An analysis using a multi case study", **International Journal of Methodology**, Vol. 46, 855-871.

Fuentelsaz, L., Maicas, J.P., Polo, Y. (2012). "Switching Costs, Network Effects and Competition in the European Mobile Telecommunications Industry". **Information Systems Research**, Vol. 23 (1), 93-108.

Bordonaba, V., Lucia, L. y Polo, Y. (2011) "An analysis of Franchisor Failure Risk: Evidence from Spain", **Journal of Business and Industrial Marketing**, Vol.26, 407-420.

Cambra, J., Hart, S., Fuster, A. y Polo, Y. (2011), "Looking for performance: How innovation and strategy may affect market orientation models", **Innovation Management, Policy and Practice**, Vol.12, 154-172.

Polo, Y.; Sesé, J. y Verhoef, P.C. (2011) "The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market," **Journal of Interactive Marketing**, Vol.25 (4), 201-214.

Polo, Y. y Sesé, J. (2009), "How to Make Switching Costly: The Role of Marketing and Relationship Characteristics," **Journal of Service Research**, Vol.12 (2), 119-137.

Maicas, J.P., Polo, Y. y Sesé, J. (2009) "The Role of Personal Network Effects and Switching Costs in Determining Mobile Users' Choice," **Journal of Information Technology**, Vol.24 (2), 160-171.

Maicas, J.P., Polo, Y. y Sesé, J. (2009) "Reducing the Level of Switching Costs in Mobile Communications: The Case of Mobile Number Portability," **Telecommunications Policy**, Vol.33 (9), 544-554.

Fuentelsaz, L., Maicas, J.P. y Polo, Y. (2008) "The Evolution of Mobile Communications in Europe: The Transition from the Second to the Third Generation" **Telecommunications Policy**, Vol.32(6), 436-449.

Cambra, J. y Polo, Y. (2008) "Educational level as a moderating element of long-term orientation of supply relationships". **Journal of Marketing Management**, Vol. 24 (3-4), 383-408.

Cambra, J. y Polo, Y. (2008) "Influence of the standardization of a firm's productive process on the long-term orientation of its supply function: an empirical study". **Industrial Marketing Management**, Vol.37 (4), 407-420.

Cambra, J.; Polo, Y. y Wilson, A. (2008) "The influence of an organization's corporate values on employees personal buying behaviour", **Journal of Business Ethics**, Vol. 81 (1), 157-167.

Cambra, J.; Hart, S. y Polo, Y. (2008) "Environmental respect: ethics or simply business? A study in the small and medium enterprise context", **Journal of Business Ethics**, Vol. 82(3), 645-656.

Chernatony de, L.; Martínez, E. y Polo, Y. (2008) "Effect of brand extension strategies on brand image: a comparative study of the UK and Spanish markets", **International Marketing Review**, Vol. 25(1), 107-137.

Cambra, J. y Polo, Y. (2008) "Creating Satisfaction in the demand-supply chain: the buyers' perspective". **Supply Chain Management: an International Journal**, Vol.13 (3), 211-224.

Cambra, J. y Polo, Y. (2007) "Importance of company size in long-term orientation of supply function: an empirical research". **Journal of Business and Industrial Marketing**, Vol.22 (4), 236-248,

Atlanta (USA).

Jiménez, J. y Polo, Y. (2004) "The Influence of EDI Adoption over its Perceived Benefits" **Technovation** (*The International Journal of Technological Innovation, Entrepreneurship and Technology Management*), Vol. 24, 73-80. United Kingdom.

Fuentelsaz, L.; Gómez, J. y Polo, Y. (2003) "Intrafirm Diffusion of New Technologies: an empirical application" **Research Policy**, Vol. 32, 533-551. Elsevier Science B.V. North Holland.

Fuentelsaz, L.; Gómez, J. y Polo, Y. (2002) "Followers Entry Timing: Evidence from the Spanish Banking Sector". **Strategic Management Journal**, Vol.23 (3), 245-264.

Jiménez, J. y Polo, Y. (2001) "Key variables in the EDI Adoption by Retail Firms". **Technovation**, Vol.21(6), 385-394.

Jiménez, J. y Polo, Y. (1999) "Kalman Filtering as a Tool to Study the Technological Substitution in the Telecommunications Sector". **Technovation**, Vol.19 (12), 735-747.

Jiménez, J. y Polo, Y. (1998) "International Diffusion of a New Tool: The Case of Electronic Data Interchange (EDI) in the Retailing Sector". **Research Policy**, Vol. 26 (7-8), 811-827.

TEACHING

Subjects taught:

- Commercial Management I (5º DADE)
- Commercial Management I (3º GADE y 3º LADE)

Academic Year 2018/19:

Master's Degree in Management, Strategy and Marketing:

- Theoretical Bases in Marketing