

F. Javier Sese

CONTACT

F. Javier Sese is Full Professor of Marketing at the University of Zaragoza.

He has several research areas of special interest that include customer value management, multichannel customer management, loyalty programs, the customer experience, complaint management, and the engagement of individuals in sustainable and prosocial behaviors. His research has appeared in various scientific journals including *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Journal of Service Research* and *Journal of Interactive Marketing*. He is currently Senior Editor of BRQ Business Research Quarterly, and an Editorial Board Member of *Journal of Service Research*.

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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.

Boyd, E., Sese, F.J., Tillmanns, S. (2022), "The design of B2B customer references: A signaling theory perspective", ***Journal of the Academy of Marketing Science***, in press.

Minguez, A., Sese, F.J. (2022), "Periodic Versus Aggregate Donations: Leveraging Donation Frequencies to Cultivate the Regular Donor Portfolio", ***Journal of Service Research***, in press.

Viswanathan, V., Koetterheinrich, K., Bijmolt, T.H.A., Krafft, M., Sese, F.J. (2022), "Quantifying the effect of status in a multi-tier loyalty program", ***Industrial Marketing Management***, Vol. 104, 376-383.

Liu, H. y Sese F.J. (2022), "The Impact of Mobile App Adoption on Cross-buying: The Moderating Roles of Product Category Characteristics and Adoption Timing", ***Journal of Retailing***, Vol. 98 (2), 241-259.

Cambra, J., Melero, I., Patricio, L. y Sese F.J. (2020), "Chanel Habits and the Development of Successful Customer-Firm Relationships in Services", ***Journal of Service Research***, 23 (4), 456–475.

Gao, X., Melero-Polo, I. y Sese F.J. (2020), «Customer Equity Drivers, Customer Experience Quality, and Customer Profitability in Banking Services: The Moderating Role of Social Influence», ***Journal of Service Research***, 23 (2), 174-193.

Petersen, J. A., Kumar, V., Polo, Y., Sese, 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.

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.

Viswanathan, V., Sese, F. J. y Krafft, M. (2017), "Social influence in the adoption of a B2B loyalty program: The role of elite status members", **International Journal of Research in Marketing**, Vol. 34(4), 901-918.

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

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**, 33 (1), 208-212.

Melero, Iguacel ; Sese, F. Javier ; Verhoef, Peter C. (2016), "Recasting the customer experience in today's omnichannel environment," **Universia Business Review**, Vol. 50. pp. 18-37.

Maicas, Juan Pablo; and Sese, F. Javier (2015), "Customer Base Management in Network Industries: The Moderating Role of Network Size and Market Growth," **European Management Review**, 12 (4), 209-220.

Cambra, Jesús; Melero, Iguácel, y Sese, F. Javier (2015) "Managing Complaints to Improve Customer Profitability". **Journal of Retailing**, 91 (1), 109-124.

Polo, Yolanda y Sese, F. Javier (2013), "Strengthening Customer Relationships: What Factors Influence Customers to Migrate to Contracts?", **Journal of Service Research**, 16 (2), 138-154.

Polo, Yolanda, Sese, F. Javier and Verhoef, Peter C. (2011), "The Effect of Pricing and Advertising on Customer Retention in a Liberalizing Market," **Journal of Interactive Marketing**, 25 (4), 201-214. *Runner-up for the 2012 Award for the Best Paper*

Polo, Yolanda and Sese, F. Javier (2009), "How to Make Switching Costly: The Role of Marketing and Relationship Characteristics," **Journal of Service Research**, 12 (2), 119-137.

Maicas, Juan Pablo; Polo, Yolanda and Sese, F. Javier (2009), "The Role of Personal Network Effects and Switching Costs in Determining Mobile Users' Choice," **Journal of Information Technology**, 24 (2), 160-171.

Maicas, Juan Pablo; Polo, Yolanda and Sese, F. Javier (2009), "Reducing the Level of Switching Costs in Mobile Communications: The Case of Mobile Number Portability," **Telecommunications Policy**, 33 (9), 544-554.

TEACHING

Grade Subjects:

Degree in Marketing and Market Research:

- Principles of Marketing, 1st Year, Marketing Degree
- Pricing, 3rd Year, Marketing Degree

Postgraduate Subjects:

Master's Degree in Management, Strategy and Marketing

- Customer Relationship and Value Management

Relevant Publications in Teaching:

- Blasco, Lorena; Buil, Isabel; Hernández, Blanca y Sese, F. Javier (2013), "Using Clickers in Class. The Role of Interactivity, Active Collaborative Learning and Engagement in Learning Performance," ***Computers and Education***, 62 (March), 102-110.
- Buil, Isabel; Hernández, Blanca; Sese, F. Javier y Urquizu, Pilar (2012), "Los Foros de Discusión y sus Beneficios en la Docencia Virtual: Recomendaciones para un Uso Eficiente," ***Innovar***, 22 (43), 131-143.
- Hernández, Blanca; Montaner, Teresa; Sese, F. Javier y Urquizu, Pilar (2011), "The Role of Social Motivations in e-Learning: How Do They Affect Usage and Success of ICT Interactive Tools?," ***Computers in Human Behavior***, 27 (6), 2224-2232.

Office Hours:

- Monday: 15.00 to 17.00
- Tuesday: 13.00 to 17.00