

# Projects

## Latest R&D projects

**“Experience marketing for comprehensive and profitable customer relationship management”**

EC02014-54760

Principal Investigators:

Yolanda Polo Redondo y Javier Sesé

### **MORE INFORMATION**

Coming soon

**“Strategies for innovation and entrepreneurship in the new economic and institutional environment”**

EC02014-53904-R

Principal Investigator:

Juan Pablo Maicas

### **MORE INFORMATION**

Coming soon

**“Internal and External Brand Management from a Marketing Perspective. A Study Applied to Service Sectors”**

EC02013-41257-P

Principal Investigator:

Eva Martínez

## **MORE INFORMATION**

Coming soon

**“Strategies for innovation and value creation in companies”, awarded by the Ministry of Science and Innovation**

EC02011-22947

Principal Investigator:  
Jaime Gómez Villascuerna

## **MORE INFORMATION**

Coming soon

**“Towards a relationship management model: integrating transactional and non-transactional behaviours to explain customer value”, awarded by the Ministry of Science and Innovation**

EC02011-23027

Principal Investigator:  
Yolanda Polo Redondo

## **MORE INFORMATION**

Coming soon



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