

INDICATORS

3 Six-year periods in Research 2004-2009; 2010-2015; 2016-2021

1 Six-year period in Transfer

2,028 Citations in Thomson Reuters (H-index: 23)

6,514 Citations in Google Scholar (H-index: 37; I10 index: 56)

4 PhD Thesis supervised (3 members of the research/work team of this project)

SUMMARY

Blanca Hernández has published over 70 scientific articles, 60 of which are in JCR-indexed journals, with 17 in the first quartile (Q1) of their category and 16 in the second quartile (Q2). Additionally, 7 of her papers are in the top decile of their category. She has been recognized on the Stanford University's list among the top 2% of the most influential marketing authors internationally.

She has participated in 40 research projects/contracts funded by public entities. Among these, she has led 5 public projects (including one funded by the Ministry of Science, Innovation, and Universities) and 5 contracts. She is currently the Director of two university chairs in collaboration with companies at the University of Zaragoza, since 2018 and 2020. She was Vice dean of her Faculty for 12 years.

PUBLICATIONS (10 MOST IMPORTANT)

1. Lapresta-Romero, S., Becker, L., Hernández-Ortega, B., Terho, H., Franco, J. (2024). Getting the recipe right: How content combinations drive social media engagement behaviors. ***Journal of Interactive Marketing***, in press. JCR: 6.8(Q1), Business.
2. Hernández-Ortega, B., Herrero, A., San Martín, H., Franco, J. (2025). How destination image projected on social media influencers online sales of tourism services: exploring the moderating role of tourists' experience. ***Current Issues in Tourism***, in press. JCR: 5.7(Q1), Hospitality, Leisure, Sport & Tourism.
3. Hernández-Ortega, B.I., Stanko, M., Rishika, R., Molina-Castillo, F.J., Franco, J. (2022). Brand-generated social media content and its differential impact on loyalty program members. ***Journal of the Academy of Marketing Science***, 50(5), 1071-1090. JCR: 18.2(Q1), first decil, Business.
4. SanMartín, H., Hernández, B., Herrero, A. (2020). [Social Consciousness and perceived risk as drivers of crowdfunding as a socially responsible investment in tourism](#), ***Journal of Travel Research***, 60(1), 16-30. JCR: 10.9(Q1), first decil, Hospitality, Leisure, Sport & Tourism.
5. Hernández-Ortega, B., San Martín, H., Herrero, A., Franco, J.L. (2020). What, how and when? Exploring the influence of firm-generated content on popularity in a tourism destination context, ***Journal of Destination Marketing & Management*** 18, 100504. JCR: 6.9(Q1), Management.
6. Herrero, Á.; Hernández-Ortega, B.; San Martín, H. (2020). Potential funders' motivations in reward-based crowdfunding. The influence of project attachment and business viability, ***Computers in Human Behavior***. 106, 106240. JCR: 6.8(Q1), first decil, Psychology, Experimental.
7. Hernández, B. (2020). When the performance comes into play: The influence of positive online consumer reviews on individuals' post-consumption responses, ***Journal of Business Research***, 113, 422-435. JCR: 7.6(Q1), Business.
8. Hernández, B. (2019). [Not so positive, please! Effects of online consumer reviews on evaluations during the decision-making process](#), ***Internet Research***, 29(4), 606-637. JCR: 4.7(Q1), Business.

9. Hernandez, B. (2018). Don't believe strangers: Online consumer reviews and the role of social psychological distance, **Information & Management**, 55, 31-50. JCR: 4.1(Q1), first decil, Information Science & Library Science; Q1, Management.
10. Hernández-Ortega, B., Serrano-Cinca, C., Gómez-Meneses, F. (2014). The firm's continuance intentions to use inter-organizational ICTs: The influence of contingency factors and perceptions, **Information & Management**, 51 (6), 747-761. JCR: 1.87 (Q1), Information Science & Library Science; Q2, Management.

RESEARCH PROJECTS (10 MOST IMPORTANT)

1. PID2020-118425RB-I00: Las emociones del consumidor en la compra online: análisis del rol de las *consumer reviews* y los asistentes virtuales en la transmisión y percepción emocional del consumidor, **Agencia Estatal de Investigación, Plan Nacional de I+D+I. Ministerio de Ciencia e Innovación**. IPs: Blanca Hernández y M^a José Martín. 09/2021-09/2025.
2. S-09: Grupo de Investigación en Marketing y Estrategia Empresarial (GENERES), **CONSID, Diputación General de Aragón**- Convocatoria Grupos de Investigación. IP: Yolanda Polo. 01/2023- 12/2025 (del cual formo parte desde 2008).
3. UZ2019-SOC-02: Influencia en la decisión de compra de las emociones y experiencias inducidas por las plataformas de s-commerce: aplicación del análisis semántico, neurofisiológico y casual, **University of Zaragoza**. IP: Julio Jiménez. 01/09/2019 - 31/08/2020.
4. ECO2015-64567-R: El *social commerce* y su influencia en el valor del cliente, **Plan Nacional de I+D+I. Ministerio de Economía y Competitividad**. IP: Julio Jiménez. 01/2016–12/2018.
5. ECO2011-23027: Hacia un nuevo modelo de gestión de las relaciones: integrando los comportamientos transaccionales y no transaccionales para explicar el valor del cliente, **Ministerio de Ciencia e Innovación (MICINN)**. IP: Yolanda Polo. 01/2012- 12/2014.
6. JIUZ-2013-SOC-07: Nuevos canales de compra y participación del cliente con la empresa: la televisión IP, **University of Zaragoza**, Vicerrectorado de Política Académica-Convocatoria Jóvenes Investigadores. IP: Blanca Hernández. 01/-12/2014.
7. ECO2008-0474/ECON: Análisis de la dinámica de las relaciones entre proveedor y cliente: El papel de los costes de cambio y los efectos de red en los servicios, **Comisión Interministerial de Ciencia y Tecnología**. IP: Yolanda Polo. 01/2009- 12/2011.
8. UZ-267184: La QoE y las percepciones del usuario. Análisis de los servicios multimedia en redes de acceso de banda ancha, **University of Zaragoza**- Convocatoria Cátedra Telefónica. IP: Blanca Hernández. 04/2009-04/2010.
9. PI 138/08: Las relaciones con las administraciones públicas a través de las TIC. Beneficios y barreras percibidos en la aceptación por parte de los ciudadanos, **CONSID, Diputación General de Aragón**. IP: Julio Jiménez. 01/2008-12/2011.
10. Prot. 28092, tit. VIII cl. 2: Country of Origin Effect: An International Comparative Analysis On Customer Buying Behaviour, **Fondazione Cassa di Risparmio di Modena**. IP in Spain: Julio Jiménez. 2009-2011.

SCIENTIFIC CONFERENCES

More than 90 papers presented at research conferences: European Marketing Academy Conference (EMAC), AEMARK, AMA SERV SIG International Service Research Conference, International Research Conference in Service Management, Annual Frontiers in Service Conference, International Academy of Management and Business Conference, among others.

CONTRACTS

1. Director of the Integra Chair, Strategy and Technology at the University of Zaragoza, June 2021-present, €20,000 per year.
2. Director of the APL Chair, Planning and Logistics Management at the University of Zaragoza, April 2018-present, €20,000 per year.
3. Living Lab on Co-creation and User Experience, Telefónica-Chair at the University of Zaragoza, PI: Blanca Hernández & José Ruiz, University of Zaragoza, 01/2011-12/2014. €32,000.

PHD SUPERVISED

1. How firms should design content to enhance social media engagement behaviors: exploring digital content elements, Sara Lapresta, University of Zaragoza, November 2024. Summa cum laude unanimously. International Mention Extraordinary Doctorate Award.
2. Estudio del Contenido Experiencial Generado por las Empresas en Social Media: Efecto sobre el Alcance y las Ventas, Jose Franco, University of Zaragoza, February 2023, Summa cum laude unanimously.
3. Estudio de las experiencias del consumidor con tecnologías inteligentes controladas por voz, Ivani Ferreira, University of Zaragoza, Diciembre 2021. Summa cum laude unanimously. Thesis awarded a Bank Santander Scholarship.
4. Co-creation processes and customer engagement: an empirical analysis in interactive media, Lorena Blasco, University of Zaragoza, Marzo 2014. Summa cum laude unanimously. International Mention. Extraordinary Doctorate Award. Codirector: Julio Jiménez.