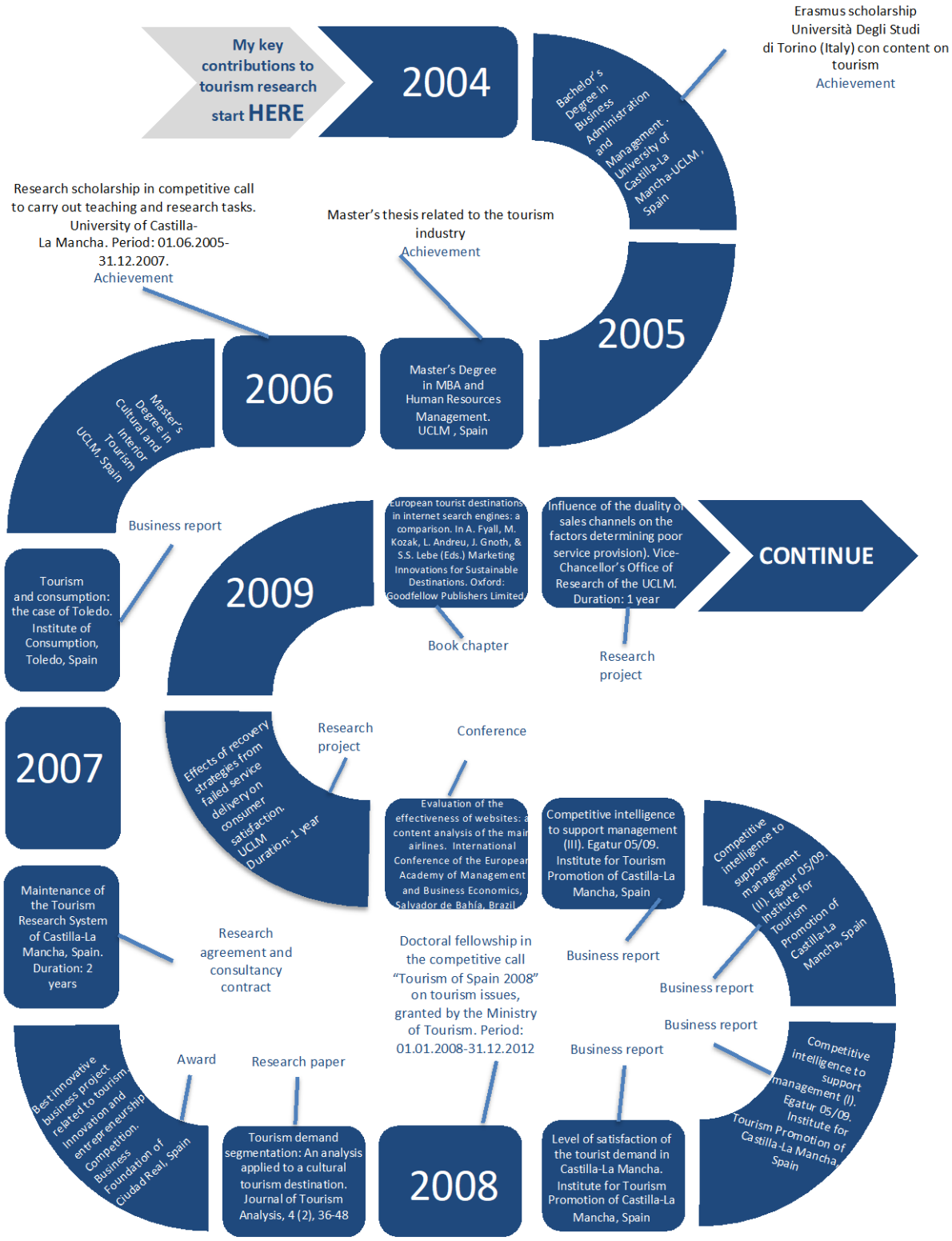
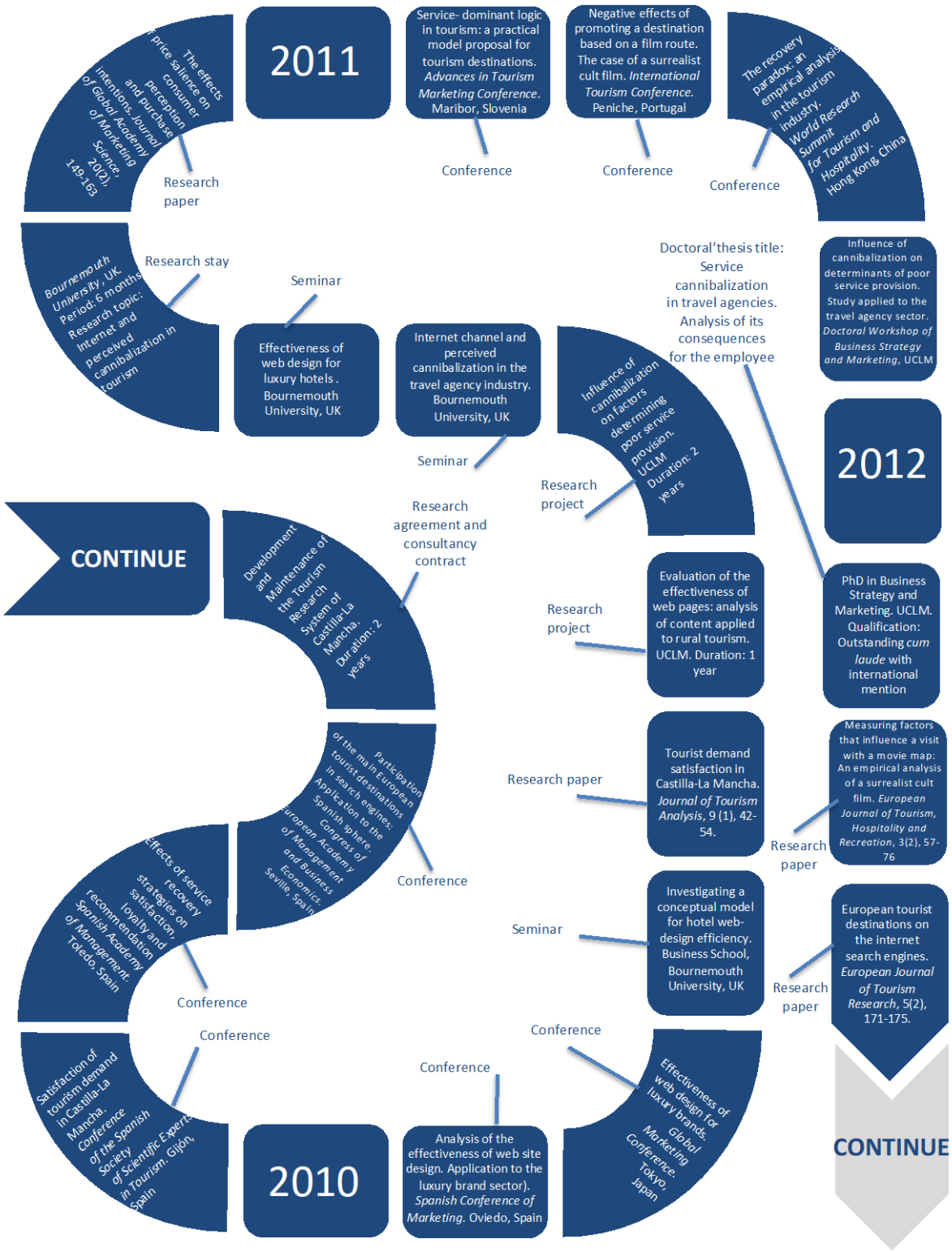
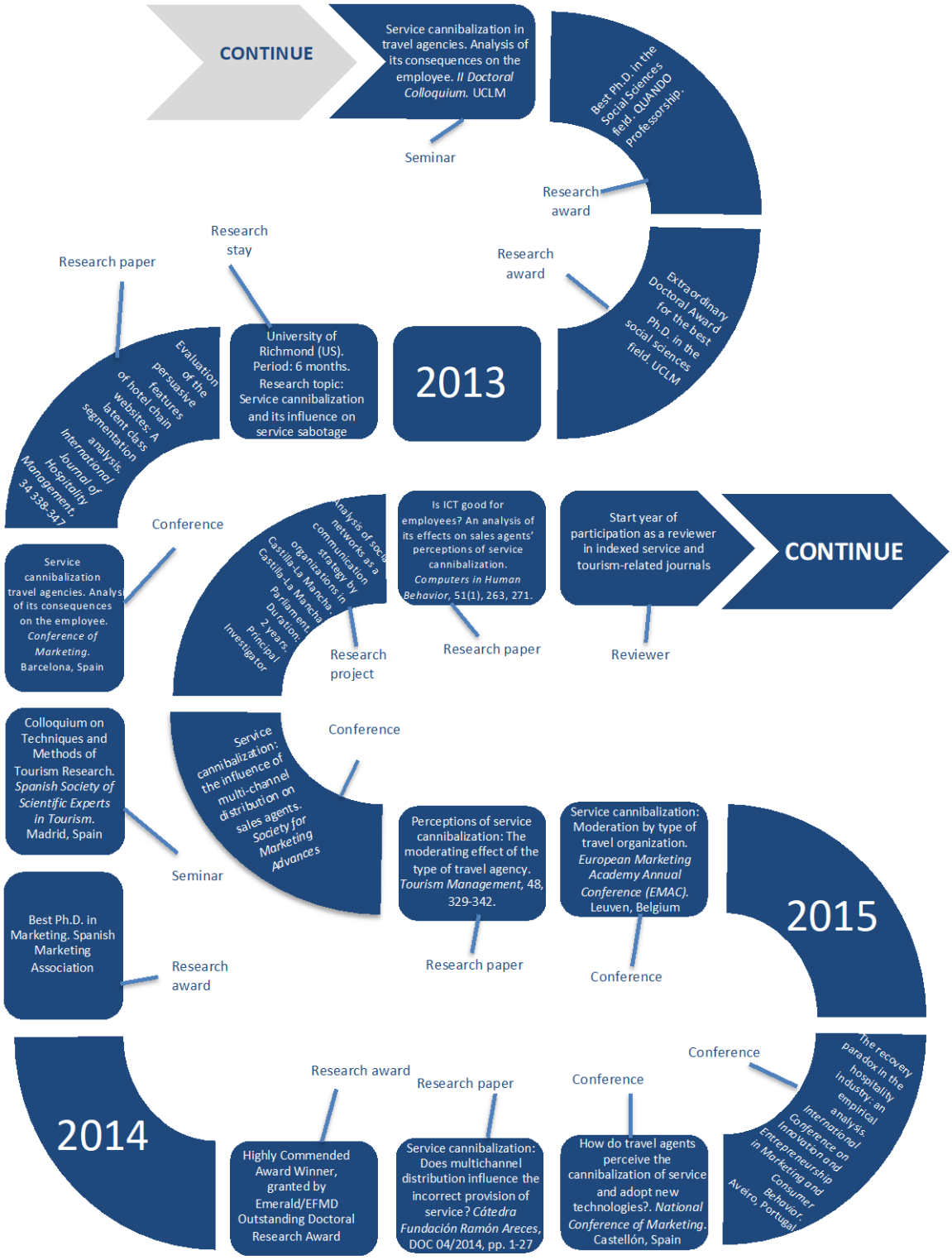
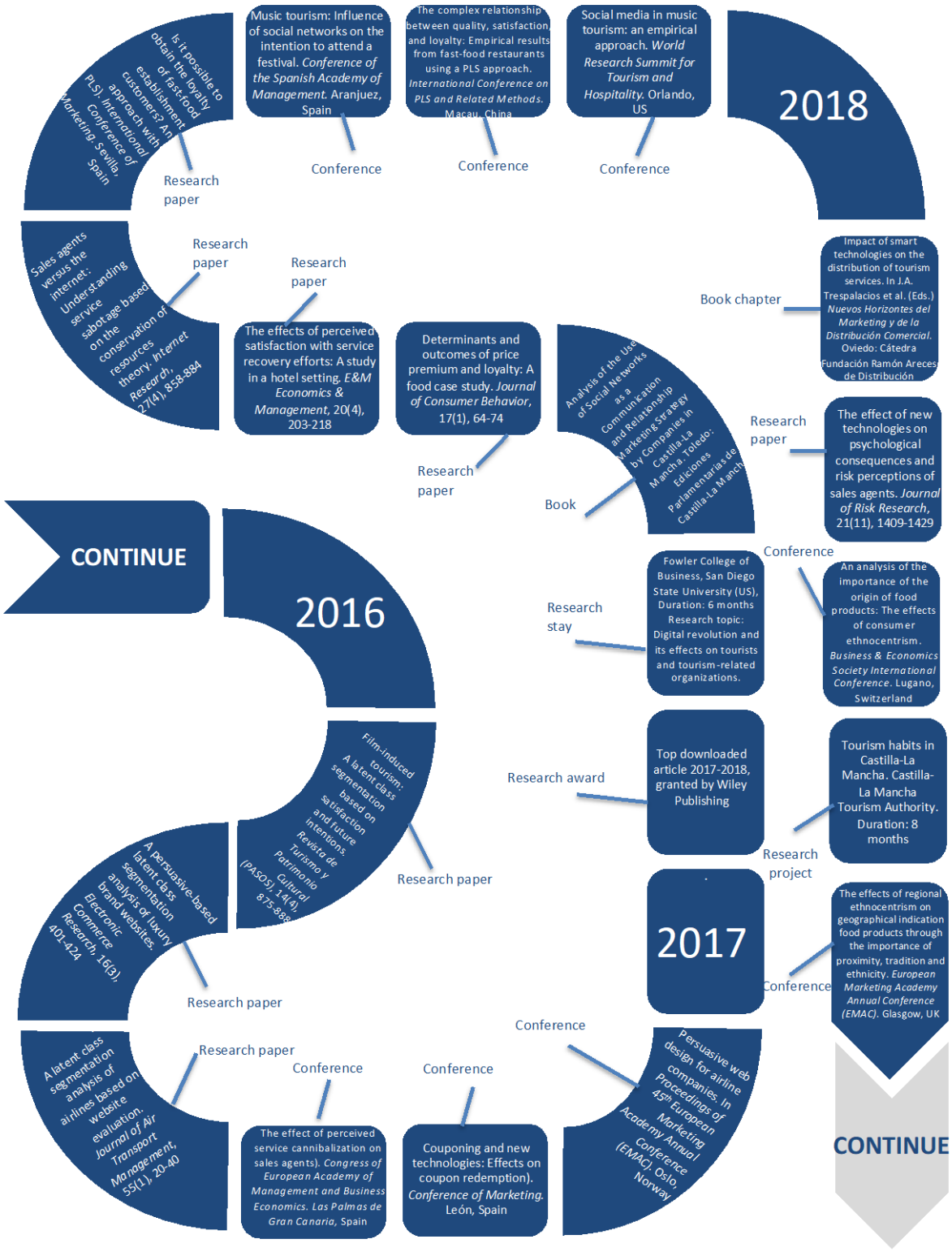
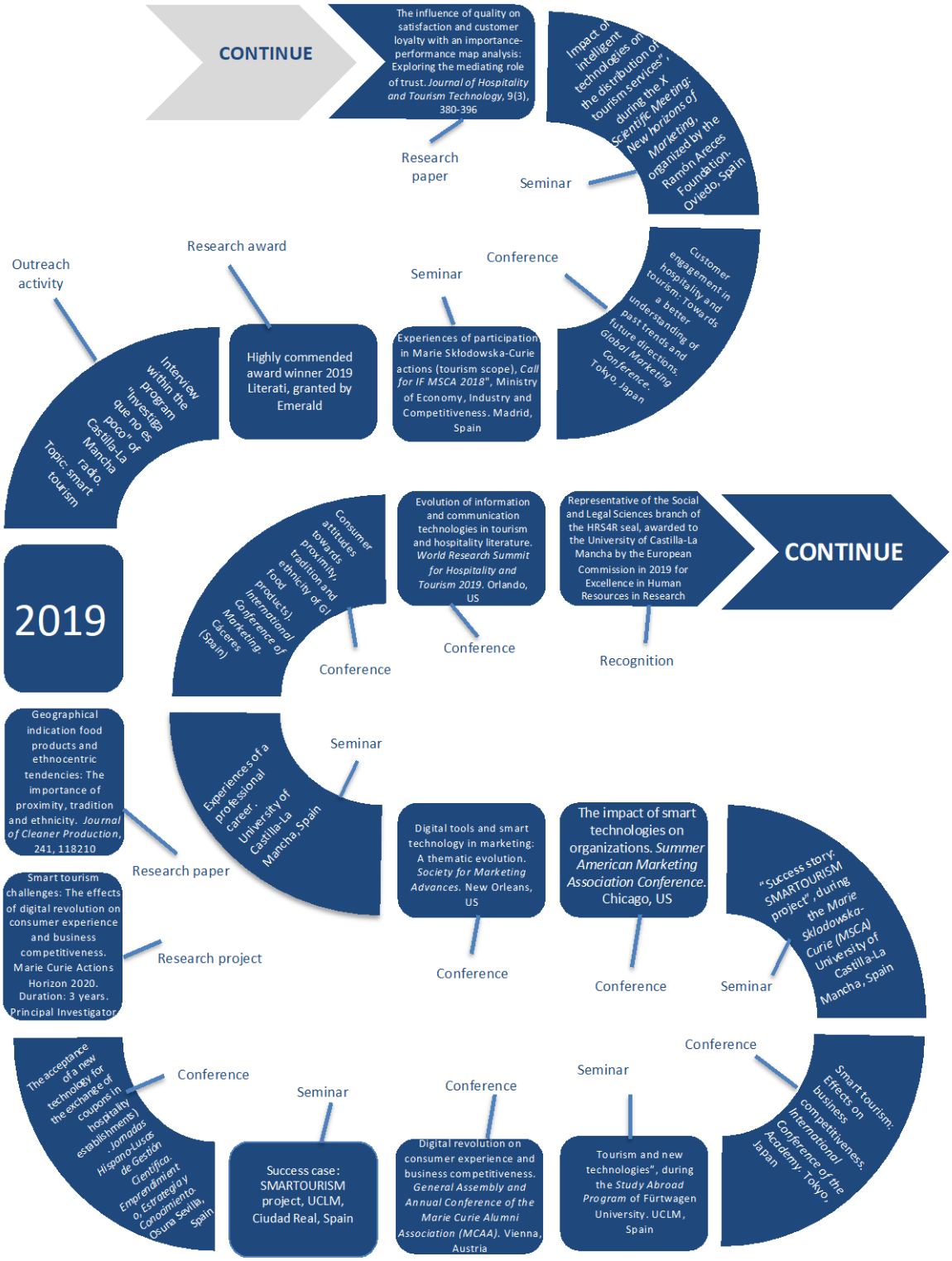


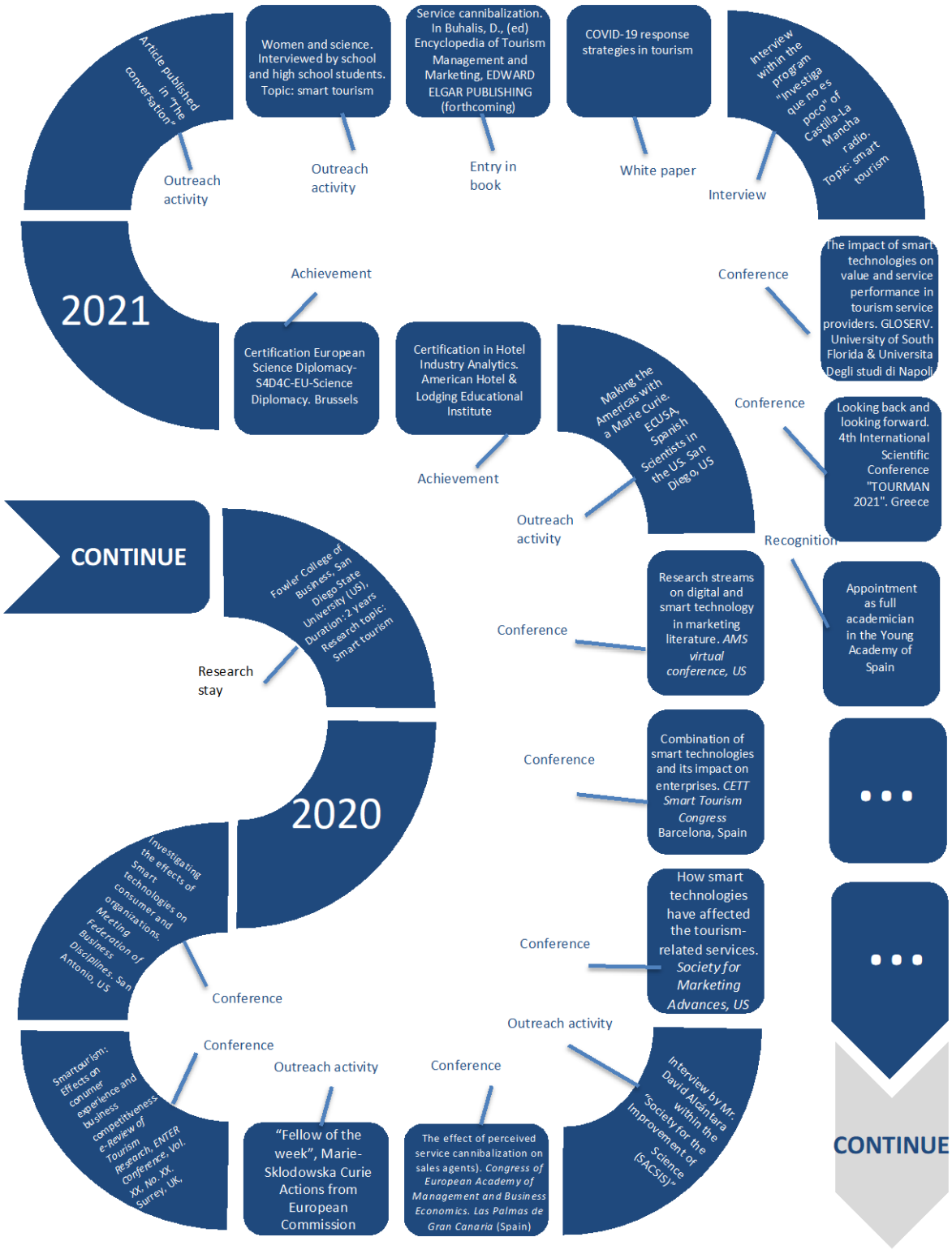
* UCLM= University of Castilla-La mancha


2011
The effects of price salience on consumer perception and purchase intentions. Journal of Global Academy of Marketing Science, 20(2), 149-163
Research paper
Service- dominant logic in tourism: a practical model proposal for tourism destinations. Advances in Tourism Marketing Conference. Maribor, Slovenia
Conference
Negative effects of promoting a destination based on a film route. The case of a surrealist cult film. International Tourism Conference. Peniche, Portugal
Conference
The recovery paradox: an empirical analysis in the tourism industry. World Research Summit for Tourism and Hospitality. Hong Kong, China
Conference
Research stay
Bournemouth University, UK. Period: 6 months. Research topic: Internet and perceived cannibalization in tourism
Seminar
Effectiveness of web design for luxury hotels . Bournemouth University, UK
Internet channel and perceived cannibalization in the travel agency industry. Bournemouth University, UK
Seminar
Influence of cannibalization on factors determining poor service provision. UCLM Duration: 2 years
Research project
Doctoral'thesis title: Service cannibalization in travel agencies. Analysis of its consequences for the employee
Influence of cannibalization on determinants of poor service provision. Study applied to the travel agency sector. Doctoral Workshop of Business Strategy and Marketing, UCLM
2012
CONTINUE
Research agreement and consultancy contract
Development and Maintenance of the Tourism Research System of Castilla-La Mancha. Duration: 2 years
Research project
Evaluation of the effectiveness of web pages: analysis of content applied to rural tourism. UCLM. Duration: 1 year
PhD in Business Strategy and Marketing. UCLM. Qualification: Outstanding cum laude with international mention
Research paper
Tourist demand satisfaction in Castilla-La Mancha. Journal of Tourism Analysis, 9 (1), 42-54.
Research paper
Measuring factors that influence a visit with a movie map: An empirical analysis of a surrealist cult film. European Journal of Tourism, Hospitality and Recreation, 3(2), 57-76
Conference
Participation of the main European tourist destinations in search engines: Application to the Spanish sphere. European Academy of Management and Business Economics. Congress of Seville, Spain
Conference
Effects of service recovery strategies on satisfaction, loyalty and recommendation. Spanish Academy of Management. Toledo, Spain
Seminar
Investigating a conceptual model for hotel web-design efficiency. Business School, Bournemouth University, UK
Research paper
European tourist destinations on the internet search engines. European Journal of Tourism Research, 5(2), 171-175.
Conference
Satisfaction of tourism demand in Castilla-La Mancha. Conference of the Spanish Society of Scientific Experts in Tourism. Gijon, Spain
Conference
2010
Conference
Analysis of the effectiveness of web site design. Application to the luxury brand sector). Spanish Conference of Marketing. Oviedo, Spain
Conference
Effectiveness of web design for luxury brands. Global Marketing Conference. Tokyo, Japan
CONTINUE


CONTINUE
Service cannibalization in travel agencies. Analysis of its consequences on the employee. *II Doctoral Colloquium.* UCLM
Seminar
Best Ph.D. in the Social Sciences field. QUANDO Professorship.
Research award
Research stay
Research paper
Research award
Extraordinary Doctoral Award for the best Ph.D. in the social sciences field. UCLM
University of Richmond (US). Period: 6 months. Research topic: Service cannibalization and its influence on service sabotage
2013
Evaluation of the persuasive features of hotel chain websites: A latent class segmentation analysis. *International Journal of Hospitality Management*, 34, 338-347
Conference
Service cannibalization travel agencies. Analysis of its consequences on the employee. *Conference of Marketing.* Barcelona, Spain
Analysis of social networks as a communication strategy by organizations in Castilla-La Mancha. Castilla-La Mancha Parliament. Duration: 2 years. Principal Investigator
Research project
Is ICT good for employees? An analysis of its effects on sales agents' perceptions of service cannibalization. *Computers in Human Behavior*, 51(1), 263, 271.
Research paper
Start year of participation as a reviewer in indexed service and tourism-related journals
Reviewer
CONTINUE
Colloquium on Techniques and Methods of Tourism Research. *Spanish Society of Scientific Experts in Tourism.* Madrid, Spain
Seminar
Service cannibalization: the influence of multi-channel distribution on sales agents. *Society for Marketing Advances*
Conference
Perceptions of service cannibalization: The moderating effect of the type of travel agency. *Tourism Management*, 48, 329-342.
Research paper
Service cannibalization: Moderation by type of travel organization. *European Marketing Academy Annual Conference (EMAC).* Leuven, Belgium
Conference
2015
Best Ph.D. in Marketing. Spanish Marketing Association
Research award
2014
Highly Commended Award Winner, granted by Emerald/EFMD Outstanding Doctoral Research Award
Research award
Service cannibalization: Does multichannel distribution influence the incorrect provision of service? *Cátedra Fundación Ramón Areces*, DOC 04/2014, pp. 1-27
Research paper
How do travel agents perceive the cannibalization of service and adopt new technologies?. *National Conference of Marketing.* Castellón, Spain
Conference
The recovery paradox in the hospitality industry, an empirical analysis. *International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behavior.* Aveiro, Portugal
Conference


2018
Social media in music tourism: an empirical approach. *World Research Summit for Tourism and Hospitality*. Orlando, US
Conference
The complex relationship between quality, satisfaction, and loyalty: Empirical results from fast-food restaurants using a PLS approach. *International Conference on PLS and Related Methods*. Macau, China
Conference
Music tourism: Influence of social networks on the intention to attend a festival. *Conference of the Spanish Academy of Management*. Aranjuez, Spain
Conference
Is it possible to obtain the loyalty of fast-food establishment customers? An approach with PLS). *International Conference of Marketing*. Sevilla, Spain
Research paper
Impact of smart technologies on the distribution of tourism services. In J.A. Trespalacios et al. (Eds.) *Nuevos Horizontes del Marketing y de la Distribución Comercial*. Oviedo: Cátedra Fundación Ramón Areces de Distribución
Book chapter
The effect of new technologies on psychological consequences and risk perceptions of sales agents. *Journal of Risk Research*, 21(11), 1409-1429
Research paper
Analysis of the Use of Social Networks as a Communication and Relationship Marketing Strategy by Companies in Castilla-La Mancha. Toledo: Ediciones Parlamentarias de Castilla-La Mancha
Book
Determinants and outcomes of price premium and loyalty: A food case study. *Journal of Consumer Behavior*, 17(1), 64-74
Research paper
The effects of perceived satisfaction with service recovery efforts: A study in a hotel setting. *E&M Economics & Management*, 20(4), 203-218
Research paper
Sales agents versus the internet: Understanding service sabotage based on the conservation of resources theory. *Internet Research*, 27(4), 858-884
Research paper
CONTINUE
2016
An analysis of the importance of the origin of food products: The effects of consumer ethnocentrism. *Business & Economics Society International Conference*. Lugano, Switzerland
Conference
Fowler College of Business, San Diego State University (US), Duration: 6 months Research topic: Digital revolution and its effects on tourists and tourism-related organizations.
Research stay
Film-induced tourism: A latent class segmentation based on satisfaction and future intentions. *Revista de Patrimonio Cultural (PASOS)*, 14(4), 875-888
Research paper
A persuasive-based latent class segmentation analysis of luxury brand websites. *Electronic Commerce Research*, 16(3), 401-424
Research paper
Top downloaded article 2017-2018, granted by Wiley Publishing
Research award
Tourism habits in Castilla-La Mancha. Castilla-La Mancha Tourism Authority. Duration: 8 months
Research project
2017
The effects of regional ethnocentrism on geographical indication food products through the importance of proximity, tradition and ethnicity. *European Marketing Academy Annual Conference (EMAC)*. Glasgow, UK
Conference
Persuasive web design for airline companies. In *Proceedings of 45th European Marketing Academy Annual Conference (EMAC)*. Oslo, Norway
Conference
Couponing and new technologies: Effects on coupon redemption). *Conference of Marketing*. León, Spain
Conference
The effect of perceived service cannibalization on sales agents). *Congress of European Academy of Management and Business Economics. Las Palmas de Gran Canaria*, Spain
Conference
A latent class segmentation analysis of airlines based on website evaluation. *Journal of Air Transport Management*, 55(1), 20-40
Research paper
CONTINUE


CONTINUE
The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. Journal of Hospitality and Tourism Technology, 9(3), 380-396
Research paper
Impact of intelligent technologies on the distribution of tourism services", during the X Scientific Meeting: New horizons of Marketing, organized by the Ramón Areces Foundation. Oviedo, Spain
Seminar
Customer engagement in hospitality and tourism: Towards a better understanding of past trends and future directions. Global Marketing Conference. Tokyo, Japan
Conference
Experiences of participation in Marie Skłodowska-Curie actions (tourism scope), Call for IF MSCA 2018", Ministry of Economy, Industry and Competitiveness. Madrid, Spain
Seminar
Highly commended award winner 2019 Literati, granted by Emerald
Research award
Interview within the program "Investiga que no es poco" of Castilla-La Mancha radio. Topic: smart tourism
Outreach activity
2019
Consumer attitudes towards proximity, tradition and ethnicity of GI food products). International Marketing Conference of Cáceres (Spain)
Conference
Evolution of information and communication technologies in tourism and hospitality literature. World Research Summit for Hospitality and Tourism 2019. Orlando, US
Conference
Representative of the Social and Legal Sciences branch of the HRS4R seal, awarded to the University of Castilla-La Mancha by the European Commission in 2019 for Excellence in Human Resources in Research
Recognition
CONTINUE
Experiences of a professional career. University of Castilla-La Mancha, Spain
Seminar
Geographical indication food products and ethnocentric tendencies: The importance of proximity, tradition and ethnicity. Journal of Cleaner Production, 241, 118210
Research paper
Smart tourism challenges: The effects of digital revolution on consumer experience and business competitiveness. Marie Curie Actions Horizon 2020. Duration: 3 years. Principal Investigator
Research project
Digital tools and smart technology in marketing: A thematic evolution. Society for Marketing Advances. New Orleans, US
Conference
The impact of smart technologies on organizations. Summer American Marketing Association Conference. Chicago, US
Conference
"Success story: SMARTOURISM project", during the Marie Skłodowska-Curie (MSCA) University of Castilla-La Mancha, Spain
Seminar
The acceptance of a new technology for the exchange of coupons in hospitality establishments) .Jornadas Hispano-Lusas de Gestión Científica. Emprendimiento o Estrategia y Crecimiento. Osuna Sevilla, Spain
Conference
Success case: SMARTOURISM project, UCLM, Ciudad Real, Spain
Seminar
Digital revolution on consumer experience and business competitiveness. General Assembly and Annual Conference of the Marie Curie Alumni Association (MCAA). Vienna, Austria
Conference
Tourism and new technologies", during the Study Abroad Program of Fürtwagen University. UCLM, Spain
Seminar
Smart tourism: Effects on business competitiveness. International Conference of the Academy. Tokyo, Japan
Conference


Article published in "The conversation"
Outreach activity
Women and science. Interviewed by school and high school students. Topic: smart tourism
Outreach activity
Service cannibalization. In Buhalis, D., (ed) Encyclopedia of Tourism Management and Marketing, EDWARD ELGAR PUBLISHING (forthcoming)
Entry in book
COVID-19 response strategies in tourism
White paper
Interview within the program "Investiga que no es poco" of Castilla-La Mancha radio. Topic: smart tourism
Interview
2021
Achievement
Certification European Science Diplomacy-S4D4C-EU-Science Diplomacy. Brussels
Certification in Hotel Industry Analytics. American Hotel & Lodging Educational Institute
Achievement
Making the Americas with a Marie Curie. ECUSA, Spanish Scientists in the US. San Diego, US
Outreach activity
Conference
The impact of smart technologies on value and service performance in tourism service providers. GLOSERV. University of South Florida & Universita Degli studi di Napoli
Conference
Looking back and looking forward. 4th International Scientific Conference "TOURMAN 2021". Greece
Recognition
Appointment as full academician in the Young Academy of Spain
Conference
Research streams on digital and smart technology in marketing literature. AMS virtual conference, US
Conference
Combination of smart technologies and its impact on enterprises. CETT Smart Tourism Congress Barcelona, Spain
Conference
How smart technologies have affected the tourism-related services. Society for Marketing Advances, US
Outreach activity
Interview by Mr. David Alcantara within the "Society for the Improvement of Science (SACSIS)"
Conference
The effect of perceived service cannibalization on sales agents). Congress of European Academy of Management and Business Economics. Las Palmas de Gran Canaria (Spain)
Outreach activity
"Fellow of the week", Marie-Sklodowska Curie Actions from European Commission
Conference
Smartourism: Effects on consumer experience and business competitiveness. e-Review of Tourism Research. ENTER Conference, Vol. XX, No. XX, Surrey, UK,
Conference
Investigating the effects of Smart technologies on consumer and organizations. Meeting Federation of Business Disciplines. San Antonio, US
Conference
2020
Research stay
Fowler College of Business, San Diego State University (US), Duration: 2 years Research topic: Smart tourism
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