

Enrique Bigne

Vita

Dept. Department of Marketing; Faculty of Economics

Universitat de València

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Current position: Full Professor

Primary research interests: advertising and social media, neuromarketing, virtual reality, tourism, artificial intelligence.

1. Education

- Ph.D. Economics and Business Administration, Universitat de Valencia, 1989. Dissertation topic Advertising Media Planning Models
- Bachelor in Business Administration, Universitat de Valencia, 1984
- Postgraduate Diploma in Operation Management, Universitat de Valencia, 1985
- Bachelor in Law, Universitat de Valencia, 1991

2. Positions

- Professor of Marketing, Universitat de Valencia, February 2001 - present.
- Professor of Marketing, Universitat Jaume I, January 1995 - February 2001.
- Assistant Professor, University of Valencia 1984-1991.
- Associate Professor, University of Valencia, 1991-1995
- Director of the Service Quality Airline Air Nostrum Chair, Universitat de València, 2004 - 2008
- Director of the Family Firm Chair, Universitat de Valencia, 2010 – 2012.
- Visiting Scholar, University of Maryland, August 2011 – August 2013.
- Visiting Scholar, University of California, Berkeley, July-September 2014
- Visiting Scholar, University of Westminster, February-August 2023

3. University Services

- Vice-Chancellor, Universitat de València, 2006-2010.
- Dean of the Faculty of Economics and Business Administration, Universitat de València, 1992-95.
- Head of the Management and Marketing Department, Universitat Jaume I, 1998-99.
- Head and funder of the Marketing and Market Research Department, Universitat de València, 2003 - 06.
- Faculty Board Member of the University Council, Universitat Jaume I, 1998-2000.
- Faculty Board Member of the University Council, Universitat de Valencia. 2002- 10.

4. Awards and Boards:

- Gold Award of the European Academy of Management and Business Economics, 2018
- Board of the European Advertising Academy, EAA, 2018-
- Board of Governors of INEKA-ACIEK, 2016
- Co-Director of the International MBA of the IBSA Alliance

- Editor-in-chief of the European Journal of Management & Business Economics
- Founder of [Department of Marketing-UV](#), [Ph.D. Program in Marketing-UV](#), [Master in Marketing and Market Research-UV](#), and the [Executive Master in Marketing](#) with the Chamber of Commerce of Valencia

5. Selective publications

5.1. Publications –Books

- Luiz Moutinho, Luis Cavique, Enrique BignéV©. (2023). *Philosophy of Artificial Intelligence and Its Place in Society*. IGI Global.
- Bigné, E. and Rosengren, S. (2019). *Advances in Advertising Research X. Multiple Touchpoints in Brand Communication*. Springer
- Bigné, E. and Aldás, J. (2017). *Desde 1966, 50 anys de Facultat d'Economia*. Facultat d'Economia de la Universitat de Valencia. ISBN: 978-84-697-8541-2
- Bigné, E. (2015). *Fronteras de la Investigación en Marketing: Hacia la Unión Disciplinaria*. Universitat de Valencia, Valencia.
- Moutinho, L.; Bigné, E. and Manrai, A.K. (eds.) (2014). *The Routledge Companion on the Future of Marketing*, Routledge, London.
- Kotler, Ph.; Armstrong, G.; Saunders, J.; Wong, V.; Miquel, S.; Bigné, E. and Cámara, D. (2000). *Introducción al Marketing. (Introduction to Marketing)*. Prentice Hall. Madrid.
- More than 50 chapters books

5.2. Publications – Articles. (Top 25 papers in the last 4 years)

Goggle H index: 66; More than 100 papers in top journals.

1. **Bigne, E.**; Ruiz, C. & Currás-Perez, R. (2024). Furnishing your home? The impact of voice assistant avatars in virtual reality shopping: A neurophysiological study. *Computers in Human Behavior* 153 (April), 108104; JCI: Q1
2. **Bigne, E.**; Ruiz, C. & Currás Perez, R. (2024). How consumers process online review types in familiar versus unfamiliar destinations. A self-reported and neuroscientific study. *Technological Forecasting & Social Change* 99(February), 123067; JCI: Q1
3. **Bigne, E.**, Simonetti, A. & Shih, D. (2024). "Contagious" brands: Are they safe from Coronavirus? Management Decision. <https://doi.org/10.1108/MD-02-2023-0162>; JCI: Q2
4. **Bigne, E.**; Currás-Pérez, R.; Ruiz, C. & Andreu, L. (2024). I want to travel to the past! The role of creative style and historical reconstructions as antecedents of informativeness in a virtual visit to a heritage tourist destination. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2023.2263615>; JCI: Q1
5. Kakaria, S.; Simonetti, A. & **Bigne, E.** (2024). Interaction between extrinsic and intrinsic online review cues: Perspectives from cue utilization theory. *Electronic Commerce Research*, 1-29; JCI: Q2
6. Casado-Aranda, L.P.; Sánchez-Fernández, J.; **Bigne, E.** & Smidts, A. (2023). The application of neuromarketing tools in communication research: A comprehensive review of trends. *Psychology & Marketing*, 40(9), 689-1893 <https://doi.org/10.1002/mar.21832>; JCI: Q1
7. Dini, H.; Simonetti, A.; **Bigne, E.** & Bruni, L. (2023). Higher levels of narrativity lead to similar patterns of posterior EEG activity across individuals. *Frontiers in Human Neuroscience*, 17, 116098. <https://doi.org/10.3389/fnhum.2023.1160981>; JCI: Q2

8. **Bigne, E.** (2024). Neuroscience Goes Virtual: How to Measure Consumers' Responses in Extended Realities. *NIM Marketing Intelligence Review*
9. Saffari, F.; Kakaria, S.; **Bigne, E.**; Bruni, L.E.; Zarei, S. & Ramsay, T. (2023). Motivation in the Metaverse: A Dual-Process Approach to Consumer Choices in A Virtual Reality Supermarket. *Frontiers in Neuroscience*, section *Decision Neuroscience*; JCI: Q2
10. **Bigne, E.**; Ruiz, C.; Perez-Cabañero, C. & Cuenca, A. (2023). Are customer star ratings and sentiments aligned? A deep-learning study of the customer service experience in tourism destinations. *Service Business*, 17(1), 281-314; JCI: Q2
11. Bigne, E.; Ruiz, C. & Badenes-Rocha (2023). The influence of negative emotions on brand trust and intention to share cause-related posts: a neuroscientific study. *Journal of Business Research* 157, March, 113628
12. Badenes-Rocha A.; Bigne, E. & Ruiz, C. (2022). Visual attention paid to negative comments in cause-related posts: visual style and emotionality matter. *International Journal of Advertising*.
13. Dini, H., Simonetti, A., Bigne, E., & Bruni, L. E. (2022). EEG theta and N400 responses to congruent versus incongruent brand logos. *Scientific Reports*, 12(1), 1-11. Awarded as one of the 20 most relevant publications in 2022 by the Neuromarketing Science & Business Association (NMSBA)
14. Simonetti, A. & Bigne, E. (2022). How visual attention to social media cues impacts visit intention and liking expectation for restaurants. *International Journal of Contemporary Hospitality Management* 34 (6), 2049-2070.
15. Badenes-Rocha, A.; Bigne, E. & Ruiz-Mafe, C (2022). Impact of CRM on consumer advocacy and participation: a causal model based on self-reports and eye-tracking. *Psychology & Marketing* 39 (1), 214-226.
16. Martínez-Navarro, J. & Bigne, E. (2022) Sponsored consumer-generated advertising: What prompts consumers to generate ads and what creative strategies do they develop. *International Journal of Advertising* 41 (4), 623–654
17. Ausin, J.M.; Bigne, E.; Guixeres, J.; Alcañiz, M. & Marin, J. (2021). The background music-content congruence of TV advertisements: A neurophysiological study. *European Research on Management and Business Economics* 27 (2),100154 (Q1)
18. Bigne, E.; Nicolau, J.L. & William, E. (2021). Advance booking across channels: the effects on dynamic pricing. *Tourism Management*, 86, 104341 (Q1)
19. Bigne, E., Ruiz, C., Cuenca, A., Perez-Cabañero, C., & Garcia, A. (2021). What drives the helpfulness of online reviews? A deep learning study of sentiment analysis, pictorial content and reviewer expertise for mature destinations. *Journal of Destination Marketing & Management* 20(June) (Q1)
20. Ausin-Azofra, J.M, Bigne, E., Ruiz, C., Marin-Morales, J. Guixeres, J., & Alcañiz, M. (2021). Do You See What I See? Effectiveness of 360-Degree vs. 2D Video Ads Using a Neuroscience Approach. *Frontiers in Psychology* 12, 612717.
21. Bigne, E.; Simonetti, A.; Ruiz, C. & Kakaria, S. (2021). How online advertising competes with user-generated content in TripAdvisor. A neuroscientific approach. *Journal of Business Research* 123 (February), 279-288. (Q1)
22. Wedel, M., Bigné, E., & Zhang, J. (2020). Virtual and augmented reality: Advancing research in consumer marketing. *International Journal of Research in Marketing* 37(3), 443-465. (Q1)

23. Bigne, E.; Chatzipanagiotou, K. & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The Stimulus-Organism-Response Model revisited. *Journal of Business Research* 115, 403-416. (Q1)
24. Ruiz, C.; Bigné, E. & Currás-Perez, R. (2020). The effect of emotions, eWOM quality, and online review sequence on consumer intention to follow advice obtained from digital services. *Journal of Service Management* 31(3), 465-487 (Q1)
25. Bigne, E.; William, E.; & Soria-Olivas, E. (2020). Similarity and Consistency in Hotel Online Ratings across Platforms. *Journal of Travel Research*, 59(4), 742-758. (Q1)

More papers at <https://www.marketingbigne.com/papers>

6. Editorial Boards

Editor: European Journal of Management and Business Economics (2015-)

Associate editor:

- Frontiers in Psychology - Quantitative Psychology and Measurement (2018 - 2023)
- Journal of Global Marketing (2016 -)
- Journal of Modeling in Management (2013 -)

Editorial Review Board: 6 peer review journals

Ad-hoc reviewer in 15 journals.

7. Research projects

20 funded research projects from the Spanish Ministry of Science and Education, European Union-Horizon 20-20, UK Leverhulme Trust, and Valencia Regional Fund for Research

More details here <https://www.marketingbigne.com/research-projects>

Recent Funded Research Projects

- Future proof your classroom -teaching skills 2030. Erasmus + European Union 2017-1-AT01-KA203-034984. 8 universities (2017 – 2020). Leading researcher at University of Valencia
- EMOTUR (Emotions in tourism) Comunicación de experiencias turísticas en el entorno multimedia. Un análisis de la relación entre la imagen y las emociones. Canary Government (2018 – 2020). Researcher
- RHUMBO, Using Measures of subconscious Brain processes through mixed reality interfaces and biometric signals" (H2020-MSCA-ITN-2018, RHUMBO). Leading researcher at the University of Valencia
Subprojects: (i) Brand Choice Behavior in Virtual Commerce; (ii) Information Processing on Advertising Stimuli. European Union's Horizon 2020 research and innovation program under the Marie Skłodowska-Curie. Grant Agreement No 813234. (2018 – 2022). Leading researcher at University of Valencia
- mixed REality and BRAiN Decision. Generalitat Valenciana- Prometeo program of excellence (2019 – 2022). Researcher
- Latin American Network of Research and Training in Tourism. 2017. Founder and Chair

- Comunicación boca-oído y comercio electrónico. Retos y oportunidades para el sector turismo. Ministerio de Economía y Competitividad, ECO2014-53837-R. (2015-2017). Leading researcher
- Influencia de las recomendaciones 2.0 en el comportamiento de compra online. Una aplicación a las empresas del sector turismo. Generalitat Valenciana. AICO2015/071 (2015 – 2016). Leading researcher

8. Work experience

- Founder and director of the Master's in Marketing, University of Valencia. 2003
- Founder and director of the PhD. Program in Marketing University of Valencia. 2004
- Director of the International MBA at the University of Valencia
- Co-Founder of Red Iberoamericana de Investigación y Formación en Marketing Turístico
- Director of the research unit: Digital Marketing, 2017
- Thesis supervised: 33; PhD committees: 110.
- Professional experience in the following Industries: wine, toys, ice cream, media, tourism, perfumes, airlines, retailing, hypermarkets, department stores, services, and banks.
- Chair of the following conferences: 2002 Multicultural Marketing Conference; 2014 European Marketing Academy Conference; XIX Conference of AECIT on Tourism in 2016; 17th International Conference on Advertising, 33rd. Spanish Marketing Academic Conference.

9. Teaching experience, 1984-

a. Undergraduates:

- Licenciado en Economía
- Licenciado en Administración de Empresas
- Licenciado en Comercialización e Investigación de Mercados
- Licenciatura en Turismo
- Graduado en International Business

b. Masters and postgraduate courses: 21 universidades from España, Alemania, UK, Portugal, Chile, Argentina,

c. Ph.D. programs: 10 universidades

10. Research and Transference to Society National Assessment

- 6 reconocimientos de investigación publicada. Ministerio de Educación Español
- 1 reconocimiento de transferencia de investigación