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| Fecha del CVA | 25/03/2025 |
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Parte A. DATOS PERSONALES

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|--|--|---------------------|--|
| Nombre | Félix Antonio | | |
| Apellidos | Velicia Martin | | |
| Sexo | Hombre | Fecha de Nacimiento | |
| DNI/NIE/Pasaporte | | | |
| URL Web | | | |
| Dirección Email | velicia@us.es | | |
| Open Researcher and Contributor ID (ORCID) | 0000-0003-2300-6256 | | |

A.1. Situación profesional actual

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|-------------------------|--|----------|--|
| Puesto | Catedrático de Universidad | | |
| Fecha inicio | 2024 | | |
| Organismo / Institución | Universidad de Sevilla | | |
| Departamento / Centro | Administración de Empresas y Marketing | | |
| País | España | Teléfono | |
| Palabras clave | | | |

Parte B. RESUMEN DEL CV

Félix Velicia-Martín has made significant contributions in the fields of digital transformation, business innovation, digital marketing, and consumer behavior. His research has generated new knowledge on technology adoption, organizational performance factors, and digital applications in sectors such as tourism, education, and consulting. He has published 33 indexed articles in Web of Science (h-index: 14) and 32 in Scopus (h-index: 15), accumulating over 1,000 citations, with 55.81% of his publications in Q1 and Q2 journals.

Among his most relevant contributions are studies on motivation in gamified systems, the impact of digital transformation on SMEs and KIBS companies, and the adoption of fintech innovations. His work has been published in high-impact journals such as *Journal of Business Research*, *Technological Forecasting and Social Change*, and *European Business Review*. He has led projects that integrate theory and practice, highlighting his ability to develop predictive behavioral models and strategies for business digitalization. His scientific leadership includes international collaborations with universities and companies across Europe and Latin America, fostering global research and development networks.

He is the principal investigator of the research group 'Society, Business, Sustainable Development, and Digital Transformation,' an active member of the Research Centre for Business Sciences (NECE) at the University of Beira Interior (Portugal), and of the Institute of Economics and Business at the University of Seville.

Contributions to Society Velicia-Martin's research has had a significant impact on society, promoting the digitalization of businesses and the adoption of sustainable technologies. He has worked with industrial sectors and public entities to improve their capacity to respond to digital transformation demands, contributing to organizational competitiveness and sustainability. Examples include his studies on the adoption of eco-efficient technologies in national parks and the design of digital marketing strategies that optimize the performance of knowledge-intensive companies.

In addition, he has played an active role in scientific dissemination, participating in conferences, seminars, and publications aimed at both academic communities and broader audiences. He has promoted knowledge transfer by developing practical tools for technology adoption, such as digital platforms for NGOs and solutions for digitalization in business consulting.

Contributions to the Training and Development of Young Researchers Félix Velicia-Martín has been part of international research teams, guiding young researchers in their first publications and the development of their scientific careers. He has supervised master's theses (TFM) and doctoral theses with international mention, fostering applied research in digital transformation and entrepreneurship. His commitment to higher education is

evident in the design of training programs based on innovative pedagogical models, including interactive digital tools. He has also contributed to the evaluation of doctoral theses and to editorial activities in indexed scientific journals, ensuring the quality and relevance of scientific production.

Other Relevant Contributions Velicia-Martín has made contributions to bibliometric and methodological analysis in digital

transformation, identifying key trends in business innovation and technological sustainability. His integration of theory and practice has strengthened the application of his research in realworld contexts, generating a positive impact on the management of companies and public entities as they transition to more efficient and sustainable organizational models.

In summary, Félix Velicia-Martín has demonstrated scientific leadership, contributing to the generation and application of knowledge, the professional development of young researchers, and the transfer of knowledge from his findings, in alignment with the DORA principles for responsible research evaluation.

Parte C. LISTADO DE APORTACIONES MÁS RELEVANTES

C.1. Publicaciones más importantes en libros y revistas con “peer review” y conferencias

AC: Autor de correspondencia; (n° x / n° y): posición firma solicitante / total autores. Si aplica, indique el número de citas

- 1 **Artículo científico.** Palos-Sánchez, P. R.; Saura, J. R.; (3/3) Velicia-Martín, F.2024. A case study on a hedonic-motivation system adoption model in a game-based student response system. INTERNATIONAL JOURNAL OF HUMAN-COMPUTER INTERACTION. TAYLOR & FRANCIS INC. 40-3, pp.701-718. ISSN 1044-7318, ISSN 1532-7590. <https://doi.org/10.1080/10447318.2022.2121801>
- 2 **Artículo científico.** Marino-Romero, Jorge Alberto; Palos-Sánchez, Pedro R.; (3/3) Velicia-Martín, Félix. 2024. Evolution of digital transformation in SMEs management through a bibliometric analysis. Technological Forecasting and Social Change. ELSEVIER SCIENCE INC. 199. ISSN 0040-1625, ISSN 1873-5509. <https://doi.org/10.1016/j.techfore.2023.123014>
- 3 **Artículo científico.** Brazo, Pedro; (2/4) Velicia-Martín, Felix; Palos-Sanchez, Pedro; Roldán, José L.2024. Thrive or dive: navigating the waves of mandatory digital transformation. EUROPEAN BUSINESS REVIEW. EMERALD GROUP PUBLISHING LTD; Emerald. ISSN 0955-534X, ISSN 1758-7107. <https://doi.org/10.1108/eb-03-2024-0097>
- 4 **Artículo científico.** Marino-Romero, Jorge Alberto; Palos-Sanchez, Pedro R.; (3/3) Velicia-Martín, Félix. 2024. The organizational impact in Kibs companies of certain digital marketing factors: digital capabilities and internet technologies. Journal of Marketing Analytics. Palgrave Macmillan Ltd. ISSN 2050-3326, ISSN 2050-3318. <https://doi.org/10.1057/s41270-024-00322-1>
- 5 **Artículo científico.** Irimia-Diéguez, A.; (2/3) Velicia-Martín, F.; Aguayo-Camacho, M.2023. Predicting fintech innovation adoption: the mediator role of social norms and attitudes. Financial Innovation. SPRINGER. 9-1. ISSN 2199-4730. <https://doi.org/10.1186/s40854-022-00434-6>
- 6 **Artículo científico.** Brazo, Pedro; (2/3) Velicia-Martín, Felix; Palos-Sanchez, Pedro R.2023. Digitalization of the consultancy sector: Internal and external drivers and facilitators. Estudios Gerenciales. Universidad Icesi; UNIV ICESI. 39-167, pp.142-158. ISSN 0123-5923, ISSN 2665-6744. <https://doi.org/10.18046/j.estger.2023.166.5498>
- 7 **Artículo científico.** Martín-Navarro, Alicia; (2/4) Velicia-Martín, Félix; Medina-Garrido, José Aurelio; Rodrigues, Ricardo Gouveia. 2023. Causal propensity as an antecedent of entrepreneurial intentions. INTERNATIONAL ENTREPRENEURSHIP AND MANAGEMENT JOURNAL. SPRINGER. 19-2, pp.501-522. ISSN 1554-7191, ISSN 1555-1938. <https://doi.org/10.1007/s11365-022-00826-1>

- 8 **Artículo científico.** Brazo, Pedro; (2/4) Velicia-Martín, Felix; Palos-Sanchez, Pedro R.; Rodrigues, Ricardo Gouveia. 2023. The effect of coercive digitization on organizational performance: How information resource management consulting can play a supporting role. *Journal of Global Information Management. IGI GLOBAL.* 31-2. ISSN 1062-7375, ISSN 1533-7995. <https://doi.org/10.4018/JGIM.326282>
- 9 **Artículo científico.** Marino-Romero, Jorge Alberto; Palos-Sánchez, Pedro R.; (3/3) Velicia-Martín, Félix. 2023. Improving KIBS performance using digital transformation: study based on the theory of resources and capabilities. *JOURNAL OF SERVICE THEORY AND PRACTICE. EMERALD GROUP PUBLISHING LTD.* 33-2, pp.169-197. ISSN 2055-6225. <https://doi.org/10.1108/JSTP-04-2022-0095>
- 10 **Artículo científico.** Martín-Navarro, Alicia; (2/4) Velicia-Martín, Felix; Medina-Garrido, José Aurelio; Palos-Sánchez, Pedro R. 2023. Impact of effectual propensity on entrepreneurial intention. *JOURNAL OF BUSINESS RESEARCH. ELSEVIER SCIENCE INC.* 157. ISSN 0148-2963, ISSN 1873-7978. <https://doi.org/10.1016/j.jbusres.2022.113604>
- 11 **Artículo científico.** (1/2) Félix Velicia-Martín (AC); Elena Martín Serra. 2023. Los designios de las relaciones comerciales entre España y Latinoamérica (1995- 2022). *Araucaria: revista iberoamericana de filosofía, política, humanidades y relaciones internacionales. Editorial Universidad de Sevilla; UNIV SEVILLA, EDITORIAL.* 25-54, pp.653-674. ISSN 1575-6823, ISSN 2340-2199. <https://doi.org/10.12795/araucaria.2023.i54.30>
- 12 **Artículo científico.** (1/4) Velicia-Martin, Felix; Folgado-Fernández, Jose A.; Palos-Sánchez, Pedro R.; López-Catalán, Blanca. 2023. mWOM Business Strategies: Factors Affecting Recommendations. *Journal of Computer Information Systems. Informa UK Limited; TAYLOR & FRANCIS INC.* 63-1, pp.176-189. ISSN 0887-4417, ISSN 2380-2057. <https://doi.org/10.1080/08874417.2022.2041504>
- 13 **Artículo científico.** Marino-Romero, Jorge Alberto; Palos-Sanchez, Pedro Ramiro; (3/4) Velicia-Martin, Félix Antonio; Rodrigues, Ricardo Gouveia. 2022. A study of the factors which influence digital transformation in Kibs companies. *FRONTIERS IN PSYCHOLOGY. FRONTIERS MEDIA SA.* 13. ISSN 1664-1078. <https://doi.org/10.3389/fpsyg.2022.993972>
- 14 **Artículo científico.** Rojas Sánchez, Mario; Palos-Sánchez, Pedro R.; (3/3) Velicia-Martín, Félix. 2021. Eco-friendly performance as a determining factor of the adoption of virtual reality applications in national parks. *SCIENCE OF THE TOTAL ENVIRONMENT. ELSEVIER SCIENCE BV; ELSEVIER.* 798. ISSN 0048-9697, ISSN 1879-1026. <https://doi.org/10.1016/j.scitotenv.2021.148990>
- 15 **Artículo científico.** Palos-Sánchez, Pedro; Saura, José Ramón; (3/4) Velicia-Martín, Félix (AC); Cepeda-Carrión, Gabriel. 2021. A business model adoption based on tourism innovation: applying a gratification theory to mobile applications. *EUROPEAN RESEARCH ON MANAGEMENT AND BUSINESS ECONOMICS. ELSEVIER SCI LTD.* 27-2. ISSN 2444-8834, ISSN 2444-8842. <https://doi.org/10.1016/j.iedeen.2021.100149>
- 16 **Artículo científico.** (1/4) Velicia-Martín, Félix; Cabrera-Sánchez, Juan Pedro; Gil-Cordero, Eloy; Palos-Sánchez, Pedro R. 2021. Researching COVID-19 tracing app acceptance: incorporating theory from the technological acceptance model. *PEERJ COMPUTER SCIENCE. PEERJ INC.* 7, pp.1-20. ISSN 2376-5992. <https://doi.org/10.7717/peerj-cs.316>
- 17 **Artículo científico.** Martín-Navarro, Alicia; Medina-Garrido, José Aurelio; (3/3) Velicia-Martín, Félix. 2021. How effectual will you be? Development and validation of a scale in higher education. *International journal of management education. THE HIGHER EDUCATION ACADEMY; ELSEVIER SCI LTD.* 19-3. ISSN 1472-8117, ISSN 2352-3565. <https://doi.org/10.1016/j.ijme.2021.100547>
- 18 **Artículo científico.** Saura, Jose Ramon; Palos-Sanchez, Pedro; (3/3) Velicia-Martin, Felix. 2020. What Drives Volunteers to Accept a Digital Platform That Supports NGO Projects?. *FRONTIERS IN PSYCHOLOGY. FRONTIERS MEDIA SA.* 11. ISSN 1664-1078. <https://doi.org/10.3389/fpsyg.2020.00429>

- 19 Artículo científico.** Barrios-Ipenza, Fernando; Calvo-Mora, Arturo; (3/5) Velicia-Martín, Félix; Criado-García, Fernando; Leal-Millán, Antonio. 2020. Patient satisfaction in the peruvian health services: Validation and application of the HEALTHQUAL scale. INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH. MDPI. 17-14, pp.1-15. ISSN 1660-4601, ISSN 1661-7827. <https://doi.org/10.3390/ijerph17145111>
- 20 Artículo científico.** (1/3) Velicia Martín, Félix; Dona Toledo, Luis; Palos-Sanchez, Pedro. 2020. How deep is your love? Brand love analysis applied to football teams. INTERNATIONAL JOURNAL OF SPORTS MARKETING & SPONSORSHIP. EMERALD GROUP PUBLISHING LTD. 21-4, pp.669-693. ISSN 1464-6668, ISSN 2515-7841. <https://doi.org/10.1108/IJSMS-10-2019-0112>
- 21 Capítulo de libro.** Elena Martín Serra; Luis Palma Martos; (3/3) Félix Velicia Martín. 2024. Homogeneización frente a diversidad: La trascendencia de la catalogación de "obra europea" en materia de política de competencia. Estudios de la Red Académica de Defensa de la Competencia (RADC) 2023. Aranzadi. pp.523-542. ISBN 978-84-10295-55-1.

C.2. Congresos

- 1 Jorge Alberto Mariño Romero; Félix Velicia-Martín; Pedro Ramiro Palos Sánchez. Impacto de las TIC en la gestión empresarial de las empresas KIBS. Congreso.
- 2 Elena Martín; Félix Velicia-Martín. ¿Innovan los museos?: un análisis bibliométrico del estado y evolución de la materia. Congreso.

C.3. Proyectos o líneas de investigación

- 1 **Proyecto.** SOL2024-31581, Desarrollo de estrategias innovadoras para la mejora de la eficiencia y competitividad en economía y negocios desde un enfoque interdisciplinar. Universidad de Sevilla. Cepeda Carrión, Gabriel. 01/01/2025-31/12/2027. 39.872,58 €.