



CURRICULUM VITAE (CVA)

Part A. PERSONAL INFORMATION		CV date	
First name	Jerónimo		
Family name	García Fernández		
Gender (*)		Birth date (dd/mm/yyyy)	
Social Security, Passport, ID number			
e-mail	jeronimo@us.es	URL Web	https://onx.la/a4c26
Open Researcher and Contributor ID (ORCID) (*)	0000-0001-6574-9758		

(*) *Mandatory*

A.1. Current position

Position	Senior Lecturer		
Initial date	05/12/2019		
Institution	University of Seville		
Department/Center	Physical Education and Sport	Education Sciences	
Country	Spain	Teleph. number	+34955420474
Key words	Sport management, marketing, digitalisation, consumer service		

A.2. Previous positions (research activity interruptions, see call)

Period	Position/Institution/Country/Interruption cause
10/10/2016 – 04/12/2019	Lecturer/ University of Seville/Spain
19/07/2012-09/10/2016	Assistant profesor/University of Seville/Spain

A.3. Education

PhD, Licensed, Graduate	University/Country	Year
PhD Sport Sciences	University of Seville/Spain	2012
Master's Degree in Physical Activity and Quality of Life in Adults	University of Seville/Spain	2010
Degree in Physical Activity and Sport Sciences	European University of Madrid/Spain	2001

Part B. CV SUMMARY

H-index: 22; i10-index: 39; Total Citations: 1582 (as of 2018 in Google Scholar). H-index: 12; Citations: 419 (WOS). He has published more than 90 articles in scientific journals with relative quality index, of which are indexed in JCR (60 publications; 4 Q1), in SCOPUS with SJR impact (12 Q1) and other databases. Author of more than 5 books and 20 chapters in international (Routledge, Springer, Esmerald) and national (Dyckinson, Aranzadi) publishing houses. More than 100 papers published in national and international congresses and conferences. Two recognised research periods (six-year research period 2008-2013; 2014-2019) and one recognised transfer period (six-year transfer period 2012-2018). Number of these supervised in recent years: 7 theses supervised.

The research, teaching and training work is linked to the field of fitness centres and sports facilities, a profession to which I dedicated six years of my working life, covering a large part of the Spanish and Andalusian geography. The work during those years made me realise the need and interest in deepening my knowledge and research in this emerging sector, in my opinion, with an exponential growth. As a result of this interest, my research activity is focused on the analysis of the management of fitness centres, customer loyalty, consumer perception and analysis of professional profiles linked to the sector. Precisely, I have been able to publish in journals indexed in the SCI or SSCI. I have also authored papers in journals indexed in



Latindex, SCOPUS, DICE or IN-RECS. On the other hand, having published in national journals with a high professional dissemination, has allowed me to get in touch with suppliers and companies, which has led me to offer practical implications from research and to have been editor and author of books related to the fitness industry. In addition to scientific publications, I have participated in the most prestigious national and international conferences, allowing me to exchange information with other professionals, which in some cases has led to the creation of interdisciplinary and inter-university networks. Among them are the World Sport Management Association Conference, the European Sport Management Association Conference, the International Congress of the Sport Management Association, the Ibero-American Congress of Sport Economics in which in 2016 I was President of the congress and in 2018 a member of the Organising Committee, or the International Conference on Technology in Physical Activity and Sport in which I was President in 2020 and 2021.

Likewise, I have participated leading and collaborating in research projects with both public administration and private entities, taking responsibility in most of them for their constitution and subsequent development, helping to a great extent to link research to business, delivering and carrying out parallel technical reports and talks to professionals. Similarly, my teaching and research work has focused since 2007 in the Department of Physical Education and Sport at the University of Seville, teaching in different degrees and currently in the Degree in Physical Activity and Sport Sciences and the Master's Degree in Physical Activity and Quality of Life in Adults and the Elderly. I have also participated in the teaching staff of different own and official degrees taught in other universities. Finally, we are currently developing the project "The role of women as a driver of service leadership and its possible influence on technological adaptability and value creation in fitness centres (ECO2017-88499-P) funded by the State Plan for Excellence - R&D Projects; and the project "Education for Physical Activity and Sport: Informal and Non-formal Settings-EduPASS" funded by the European Commission Erasmus+ (KA220-HED-029BC907).

Part C. RELEVANT MERITS

C.1. Publications

1. **Book.** Cepeda Carrión, G., **García-Fernández, J.**, & Zhang, J. J. (2/3). (Eds., 2023). Iberoamerican sport management: Product and service innovations. London, UK: Routledge (ISBN: 978-103-2482-38-5). ICEE = 119 (1/59; Education).
2. **Scientific paper.** Lara-Bocanegra, A., Bohórquez, M. R., Grimaldi-Puyana, M., Gálvez-Ruiz, P., & **García-Fernández, J. (CA) (5/5)** (2022). Effects of an entrepreneurship sport workshop on perceived feasibility, perceived desirability and entrepreneurial intentions: a pilot study in sports science students. *Sport in Society*, 25(8), 1528-1544. <https://doi.org/10.1080/17430437.2020.1829596>
3. **Scientific paper.** Alguacil, M., **García-Fernández, J.**, Calabuig, F., & Gálvez-Ruiz, P. (2/4) (2022). How can the management of fitness centres be improved through corporate image and brand image?. *Economic Research-Ekonomska Istraživanja*, 35(1), 3378-3396. <https://doi.org/10.1080/1331677X.2021.1995458>
4. **Book.** **García-Fernández, J.**, Valcarce-Torrente, M., Mohammadi, S., & Gálvez-Ruiz, P. (1/4) (Eds., 2022). The Digital Transformation of the Fitness Sector: A Global Perspective. Emerald Publishing Limited.
5. **Scientific paper.** Ferreira Barbosa, H., **García-Fernández, J.**, Pedragosa, V., & Cepeda-Carrion, G. (2/4) (2021). The use of fitness centre apps and its relation to customer satisfaction: a UTAUT2 perspective. *International Journal of Sports Marketing and Sponsorship*, 23(5), 966-985. <https://doi.org/10.1108/IJMSMS-01-2021-0010>.
6. **Scientific paper.** Angosto, S., **García-Fernández, J.**, Valantine, I., & Grimaldi-Puyana, M. (CA) (2/4) (2020). The intention to use fitness and physical activity apps: a systematic review. *Sustainability*, 12(16), 6641. <https://doi.org/10.3390/su12166641>.
7. **Scientific paper.** **García-Fernández, J.**, Gálvez-Ruiz, P., Grimaldi-Puyana, M., Angosto, S., Fernández-Gavira, J., & Bohórquez, M. R. (CA) (1/6) (2020). The promotion of physical activity from digital services: Influence of e-lifestyles on intention to use fitness apps. *International Journal of Environmental Research and Public Health*, 17(18), 6839. <https://doi.org/10.3390/ijerph17186839>.



8. **Scientific paper.** **García-Fernández, J.**, Gálvez-Ruiz, P., Bohórquez, M. R., Grimaldi-Puyana, M., & Cepeda-Carrión, I. (1/5) (2020). The relationship between technological capabilities and organizational impact: direct and indirect routes for employed and self-employed personal fitness trainers. *Sustainability*, 12(24), 10383. <https://doi.org/10.3390/su122410383>.
9. **Scientific paper.** **García-Fernández, J.**, Gálvez-Ruiz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (1/6) (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250-262. <https://doi.org/10.1016/j.smr.2017.07.003>.
10. **Scientific paper.** **García-Fernández, J.**, Martelo-Landroguez, S., Vélez-Colon, L., & Cepeda-Carrión, G. (1/4) (2018). An explanatory and predictive PLS-SEM approach to the relationship between organizational culture, organizational performance and customer loyalty: The case of health clubs. *Journal of Hospitality and Tourism Technology*, 9(3), 438-454. <https://doi.org/10.1108/JHTT-09-2017-0100>.

C.2. Congress

- 1 Lara Bocanegra, A., Grimaldi Puyana, M., **García Fernández, J.**, Bohórquez Gómez-Millán, M. R. (3/4). (2022). Precursores del intraemprendimiento en organizaciones deportivas. Comunicación en congreso. *XII Iberoamerican Congress of Sport Economics*. Toledo, Spain. Oral communication. 01/06/2022-03/06/2022.
- 2 Rodríguez Pérez, P., **García Fernández, J.**, Plaza Carrasco, M., Gálvez Ruiz, P. (2/4). (2022). La intención de uso de un canal de YouTube y su impacto en la intención de realizar actividad física: el caso de los fitness influencers. *XII Iberoamerican Congress of Sport Economics*. Toledo, Spain. Oral communication. 01/06/2022-03/06/2022.
- 3 Valcarce-Torrente, M., **García-Fernández, J.** (2/2). (2021). Impacto económico de la Covid-19 en el sector del fitness en España. *XI Iberoamerican Congress of Sport Economics*. A Coruña, Spain. Oral communication. 02/06/2021-04/06/2021.
- 4 Martelo-Landroguez, S., **García-Fernández, J.**, Cepeda-Carrión, G. (2/3). (2021). Liderazgo de servicio y capacidad tecnológica en centros de fitness: Incidencia en el comportamiento de ciudadanía organizacional. *XI Iberoamerican Congress of Sport Economics*. A Coruña, Spain. Oral communication. 02/06/2021-04/06/2021.
- 5 Ferreira-Barbosa, H., **García-Fernández, J.**, Cepeda Carrión, G. (2/3). (2021). La intención de uso de fitness apps según el género. *XI Iberoamerican Congress of Sport Economics*. A Coruña, Spain. Oral communication. 02/06/2021-04/06/2021.
- 6 **García Fernandez, J.**, Martelo Landroguez, S., Díaz Martín, R., Cepeda Carrion, G. (1/4). (2019). Fitness consumer segmentation based on perceived quality and service experience. *3rd World Association for Sport Management Conference*. Santiago, Chile. Oral communication. 16/10/2019-19/10/2019.
- 7 **García-Fernández, J.**, Gálvez-Ruiz, P., Zhang, J. J., Pitts, B. G., Grimaldi-Puayana, M. (1/5). (2019). Customer engagement and perceived quality as determinants of loyalty: the case of the fitness boutique model. *3rd World Association for Sport Management Conference*. Santiago, Chile. Oral communication. 16/10/2019-19/10/2019.
- 8 Angosto, S.; Grimaldi-Puyana, M.; Valcarce, M.; **García-Fernández, J.** (4/4). (2019). Systematic review of the intentions of use of mobile applications in the sports context. *X Iberoamerican Congress of Sport Economics*. Barcelona, Spain. Oral communication. 12/06/2019-14/06/2019.
- 9 Gálvez-Ruiz, P., **García-Fernández, J.**, Bernal, A., Grimaldi-Puyana, M. (2/4). (2019). Perceived quality and customer engagement in sport services of low-cost fitness centers. *X Iberoamerican Congress of Sport Economics*. Barcelona, Spain. Oral communication. 12/06/2019-14/06/2019.
- 10 Aparicio, P., **García-Fernández, J.**, Triadó, X. M., Elasri, A. (2/4). (2019). Las bajas laborales y su relación con la intensidad de la actividad física. *X Iberoamerican Congress of Sport Economics*. Barcelona, Spain. Oral communication. 12/06/2019-14/06/2019.

C.3. Research projects



1. **Project.** Reference: PID2021-127074NB-I00. Title: Modelos estructurales avanzados sobre la presencia femenina en posiciones de liderazgo. Un análisis de su efecto en el diseño de los sistemas de información y el compromiso social (MOLIFEM). Funded programme: Plan Estatal 2021-2023 - Proyectos Investigación No Orientada. Funder: Ministerio de Ciencia e Innovación. Start date: 01/09/2022 End date: 31/08/2025. Budget: 81.675€. Coordinator: Gabriel Cepeda. Researcher: Silvia Martelo, Jerónimo García-Fernández, Caren Goldberg
2. **Project.** Reference: ECO2017-88499-P. Title: El Papel de la Mujer como Impulsor del Liderazgo de Servicio y su posible Influencia en la Capacidad de Adaptación Tecnológica y la Creación de Valor en los Centros de Fitness. Funded programme: Plan Estatal 2013-2016 Excelencia - Proyectos I+D. Funder: Ministerio de Economía y Competitividad. Start date: 01/01/2018. End date: 30/06/2021. Budget: 14.520€. Coordinator: Gabriel Cepeda. Researchers: Silvia Martelo, Jerónimo García-Fernández
3. **Project.** Reference: AT 21_00031. Title: Consolidación de la Empresa Basada en el Conocimiento (EBC), Fitbe. Una plataforma digital para la gestión y promoción de la actividad física. Funded programme: PAIDI: Actividades de Transferencia de Conocimiento. Funder: Junta de Andalucía (Consejería de Transformación Económica, Industria, Conocimiento y Universidades). Start date: 28/02/2022. End date: 28/02/2023. Budget: 106.950 euros. Coordinator: Jerónimo García-Fernández. Researchers: Gabriel Cepeda, Silvia Martelo, Moisés Grimaldi-Puyana.
4. **Project.** Title: Red de investigación en mujer y arbitraje en fútbol (REFEREENET). Budget: 6.267€. Funder: Consejo Superior de Deportes (CSD) del gobierno español. Año: 2021. Coordinator: Javier Sánchez Sánchez. Researchers: Jerónimo García-Fernández, Moisés Grimaldi Puyana.
5. **Project.** Reference: 2021-1-LU01-KA220-HED-000032228. Title: Education for Physical Activity and Sport: Informal and Non-formal Settings (EduPASS). University of Luxemburg. Funded programme: Erasmus+ Sport. Funder: European Commission. Start date: 01/01/2022-30/06/2024. Budget: 375.000€. Member: Jerónimo García-Fernández.

C.4. Contracts, technological or transfer merits

- 1 **Contract.** Estudio de los hábitos deportivos y comportamentales en instalaciones y espacios deportivos UNOFIT, S.L.. García Fernández, Jerónimo. 01/11/2021-01/03/2022. 2.000 €.
- 2 **Contract.** Análisis de pecepciones de uso de aplicaciones digitales en el sector del fitness Valte Investment, S.L.. García Fernández, Jerónimo. 01/04/2021-31/12/2021. 4.508,84 €.
- 3 **Contract.** Asesoramiento para el control y evaluación de las cargas de entrenamiento en deportistas. Propuestas para la prevención de lesiones. de Hoyo Lora, Moisés. 11/05/2020-11/07/2020. 605 €.
- 4 **Contract.** Estudio y diseño del comportamiento tecnológico del consumidor en centros de fitness españoles Valgo Investment, S.L.U.. García Fernández, Jerónimo. 01/04/2020-01/06/2020. 1.500 €.
- 5 **Contract.** Fitness por la inclusión - fitnessforinclusión ONCE - Dirección General. Alcaraz Rodríguez, Virginia. 19/12/2019-01/01/2022. 10.630 €.
- 6 **Contract.** Investigación sobre las enseñanzas deportivas de régimen especial: actualización y desarrollo de nuevos materiales didácticos (BC LOE-EDRE) Instituto Andaluz del Deporte. Chacón Borrego, Fátima. 08/07/2019-30/12/2020. 7.865 €.
- 7 **Contract.** Asesoramiento para el control y evaluación de las cargas de entrenamiento en deportistas. Propuestas para la prevención de lesiones. YO10 HEALTH, S.L.. de Hoyo Lora, Moisés. 21/01/2019-21/01/2020. 2.000 €.
- 8 **Contract.** Análisis del estado actual de la Psicología del Deporte Fundació Universitat Empresa de les Illes Balears. Fernández Gavira, Jesús. 20/10/2017-19/02/2018. 7.260 €.
- 9 **Contract.** Muvhit, Movement and Health. Análisis de las vías de transferencia entre la Universidad y la Empresa en Ciencias del Deporte Muvhit Movement and Health. Sañudo Corrales, Borja. 10/10/2017-10/10/2018. 1.210 €.
- 10 **Contract.** El análisis de los consumidores de actividades dirigidas en centros de fitness públicos y privados Aerobic And Fitness, S.L.U.. García Fernández, Jerónimo. 20/03/2017-23/09/2017. 3.630 €.