

ABBREVIATED CURRICULUM VITAE

Part A. PERSONAL INFORMATION

CV date	September 2023
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First and Family name	NATALIA MARIA RUBIO BENITO		
Social Security, Passport, ID number		Age	
Researcher numbers	Researcher ID	A-5166-2013	
	Orcid code	0000-0002-6665-8521	

A.1. Current position

Name of University/Institution	Autonoma University of Madrid		
Department	Finance and Marketing Research		
Address and Country	Street Tomás y Valiente, 5, 28049 Madrid, Spain		
Phone number		E-mail	natalia.rubio@uam.es
Current position	Full Professor of Marketing	From	01-09-2023
Espec. cód. UNESCO	531105		
Palabras clave			

A.2. Education

PhD	University	Year
PhD in Marketing Research	Autonomous University of Madrid	2004

A.3. JCR articles, h Index, thesis supervised...

Research six-year terms (CNAE): 3 (from 2001 to 2018)

Thesis supervised: 3.

Publicacions: WoS: 45; Scopus: 47; Google Scholar: 117

Citations: WoS: 762; Scopus: 919; Google Scholar: 2517

H index: WoS: 16; Scopus: 18; Google Scholar: 27.

Publications in Q1: WoS o Scopus: 60%.

Google Scholar Natalia Rubio: <https://scholar.google.co.in/citations?user=ZTGxYCUAAAAJ&hl=en>

Web of Science Natalia Rubio: <https://www.webofscience.com/wos/author/record/1670749>

Scopus Natalia Rubio: <https://www.scopus.com/authid/detail.uri?authorId=14619737500>

Part B. CV SUMMARY

Natalia Rubio Benito is Full Professor of Marketing at the Autonomous University of Madrid since 2023. She has three consecutive research six-year terms recognized by the CNEAI since 2001, with the last one granted in 2018. Among her areas of research are brand management, value co-creation, consumer behavior, new technologies, tourism, and commercial distribution.

Her publications amount to 117, of which 45 are articles indexed in WoS and 47 are articles indexed in Scopus, with approximately 60% of publications in Q1. The total number of citations to her publications amounts to 762 in WoS (with an average of 16.9 citations per article), in Scopus 919 and in Google Scholar 2517 and her h index is 16 in WoS, 18 in Scopus and 27 in Google Scholar. Her articles can be consulted at: http://www.researchgate.net/profile/Natalia_Rubio/publications. She is also the author of 16 book chapters: 9 internationals, for the publishers of Springer (6), IGI Global (2) and IntechOpen (1) and 7 national transfers, for the Ramón Areces (2), Septem editions (2), the Economic and Social Council (1), Funcas (1) and Dyckinson (1).

She has spread her research in recognized conferences in the Marketing area (ACR, EMAC, EAERCD, EIRASS, AEMARK, etc.). She has supervised three doctoral theses, two of them awarded by the Spanish Association of Centers and Commercial Parks AECC (with a prize and a second prize) and one of them with an extraordinary prize for the best Doctoral Thesis in 2014 by the Faculty of Economic and Business of the UAM. She is currently supervising five doctoral theses. She received two extraordinary awards for her doctoral thesis granted by the Faculty of Economic and Business of the UAM and by AEMARK (Spanish Marketing Association). She also received the 2012 awards for excellence for the article published in the British Food Journal in 2011. Among other awards are the best presentation of the European Association for Education and Research in Commercial Distribution in 2013, the best paper of Colloquium on European Research in Retailing in 2020 and the best-extended abstract of AIRSI 2020.

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She has participated in 16 research projects with competitive call. As Co-Main Researcher in 3 projects of the National Plan, two of them financed by the Ministry of Science and Innovation, with an amount of 47,035 euros, from 2023 to 2024, and an amount of 27,757.40 euros, from 01/09/2021 to 31/08/2024, and the other financed by the Ministry of Economy and Competitiveness, with an amount of 52,756 euros, from 2016 to 2018. As Main Researcher, she has been in 1 project of competitive call at national level, financed by the Ramón Areces Foundation, with an amount of 36,000 euros, during 2012 and 2013. As a member of the team, she has participated in 11 competitive projects: five of the National R+D+I Plan financed by the Ministry, two of the Autonomous Community calls funded by the Ministry and four University Call. She has also participated in transfer contracts with the Economic and Social Council, the Economic and Social Council of Aragon and made expert reports in the field of the brand.

She has collaborated as Chair in various international conferences, and she is a reviewer of scientific articles in academic journals with JCR and SJR index. She has been a member of the Scientific Committee of 13 conferences: 8 national and 5 international and member of the Organizing Committee as Economic and Financial Responsible for 3 conferences, 2 international and 1 national. She was treasurer of the Association of Academic and Professional Marketing (AEMARK) since September 2013 until September 2020 and, currently, she is chair of this Association from September 2022 and director of the Digital Economy Research Center (CIEDI-UAM) from September 2023.

Part C. RELEVANT MERITS

C.1. Publications (including books)

C.1.1. Publications in Academic Journals

- Jiménez-Barreto, J., Rubio, N., & Molinillo, S. (2023): "How Chatbot Language Shapes Consumer Perceptions: The Role of Concreteness and Shared Competence", *Journal of Interactive Marketing*, 10949968231177618 (Q1, JCR)
- Ballester, E.; Rubio, N.; Ruiz-Mafé, C. (In Press): "Emojis and Users' Brand Engagement in Instagram. The case of Eco-friendly Restaurants", *Journal of Tourism and Services*.
- Ballester, E., Ruiz-Mafé, C., & Rubio, N. (2023): "Females' customer engagement with eco-friendly restaurants in Instagram: the role of past visits", *International Journal of Contemporary Hospitality Management*, 35 (6), pp. 2267-2288 (Q1, JCR).
- Jiménez-Barreto, Rubio, N., Mura, P., Sthapit, E., & Campo, S. (2023): "'Ask Google Assistant where to travel' Tourists' interactive experiences with smart speakers: an assemblage theory approach", *Journal of Travel Research*, 62 (4), pp. 734-752 (JCR Q1, SJR Q1).
- Cerdá Mansilla, E., Rubio, N., García Henche, B.y Campo, S. (2022): "Airbnb y la turistificación de los barrios en las ciudades: un análisis de segmentación por barrios del alojamiento extrahotelero en Madrid", *Investigaciones Turísticas*, (23), pp. 210-238; <https://doi.org/10.14198/INTURI2022.23.10> (Q3, SJR).
- Jiménez-Barreto, J., Loureiro, S. M. C., Rubio, N., & Romero, J. (2022): "Service brand coolness in the construction of brand loyalty: A self-presentation theory approach", *Journal of Retailing and Consumer Services*, 65, 1-15, <https://doi.org/10.1016/j.jretconser.2021.102876n> (JCR Q1, SJR Q1).
- Ballester, E.; Ruiz, C. & Rubio, N. (2021): "Engaging Consumers through Firm-Generated Content on Instagram", *Spanish Journal of Marketing-ESIC*, 25 (3), pp. 355-373, (Q2 SJR).
- Rubio, N., Villaseñor, N. & Yagüe, MJ. (2021): "Value co-creation between consumers and distributors: the moderating effect of relationship characteristics", *International Journal of Retail & Distribution Management*, 49 (7), pp. 1967-1988. (Q3 JCR y Q1 SJR)
- Jiménez-Barreto, J., Rubio, N. & Molinillo, S. (2021). "Find a flight for me Oscar!" Motivational customer experiences with chatbots, *International Journal of Contemporary Hospitality Management*, 33(11), pp. 3860-3882.
- Cerdá, E., Rubio, N., & Campo, S. (2021). Viralization keys of messages in unofficial accounts during crisis periods. The case of Covid 19 on Twitter. *Spanish Journal of Marketing*, 25 (1), pp. 137-155, (Q2 SJR).
- Cerdá, E., Rubio, N., & Campo, S. (2021). Critical success factors for sharing information and knowledge of COVID-19 through Twitter. *Knowledge Management Research & Practice*, 19 (4), pp. 445-453. (Q2 JCR y Q1 SJR)
- Rubio, N., Villaseñor, N., & Yagüe, M. (2020). Sustainable Co-Creation Behavior in a Virtual Community: Antecedents and Moderating Effect of Participant's Perception of Own Expertise. *Sustainability*, 12(19), 8151. (Q2 JCR y SJR)
- Rubio, N., Villaseñor, N., & Yagüe, M. (2020). Value Co-creation in Third-Party Managed Virtual Communities and Brand Equity. *Frontiers in Psychology*, 11, 927. (Q2 JCR y SJR)
- Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79, (Q1 JCR Y SJR)

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- Jiménez-Barreto, J., Rubio, N. & Campo-Martínez, S. (2020): “Destination brand authenticity: what an experiential simulacrum! A multigroup analysis of its antecedents and outcomes through official online platforms”, *Tourism Management*, 77, 19 p. <https://doi.org/10.1016/j.tourman.2019.104022> (Q1 JCR y SJR).
- Rubio, N., Villaseñor, N., & Yague, M. J. (2019). Does Use of Different Platforms Influence the Relationship between Cocreation Value-in-Use and Participants’ Cocreation Behaviors? An Application in Third-Party Managed Virtual Communities. *Complexity*, Vol. 2019, 1-15 (Q2 JCR y SJR).
- Jiménez-Barreto, J., Rubio, N. & Campo-Martínez, S. (2019): “The Online Destination Brand Experience: Development of a Sensorial-Cognitive-Conative Model”, *International Journal of Tourism Research*, 21 (2), 245-258 (Q2 JCR, Q1 SJR).
- Jiménez-Barreto, J., Sthapit, E., Rubio, N., & Campo, S. (2019). “Exploring the dimensions of online destination brand experience: Spanish and North American tourists’ perspectives”, *Tourism Management Perspectives*, 31, 348-360 (Q1 JCR Y SJR).
- Rubio, N., Villaseñor, N., & Yagüe, M. (2019). “The role of private label tiers and private label naming strategies in the relationship between private label brand equity and store loyalty”, *Journal of Product & Brand Management* (Q3 JCR Q1 SJR)
- Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2019): “Customer’s Loyalty and Trial Intentions within the Retailer: The Moderating Role of Variety-Seeking Tendency”, *Journal of Consumer Marketing*, (Q1 SJR)
- Bustamante, J.C. & Rubio, N. (2017): “Measuring customer experience in physical retail environments”, *Journal of Service Management*, 28 (5), 884-913. (Q1 JCR y SJR).
- Rubio, N., Villaseñor, N., & Yagüe, M. J. (2017). “Creation of consumer loyalty and trust in the retailer through store brands: The moderating effect of choice of store brand name”. *Journal of Retailing and Consumer Services*, 34, 358-368. (Q1 SJR).
- Rubio, N., Villaseñor, N., & Oubiña, J. (2015). “Consumer identification with store brands: Differences between consumers according to their brand loyalty”. *BRQ Business Research Quarterly*, 18 (2), 111-126. (Q2 SJR).
- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness–Brand quality inference and consumer’s risk perception in store brands of food products. *Food Quality and Preference*, 32, 289-298. (Q1 JCR y SJR).
- Rubio, N., Villaseñor, N., & Oubiña, J. (2014). Value and store brand identification in food products. *British Food Journal*, 116(6), 965-983. (Q2 SJR).
- Okazaki, S., Rubio, N., & Campo, S. (2014). Gossiping Behavior on Social Networking Sites: Does Gender Matter? *International Journal of Human-Computer Interaction*, 30(9), 718-726. (Q2 SJR).
- Okazaki, S., Rubio, N., & Campo, S. (2014). Gossip in social networking sites: why people chitchat about ad campaigns. *International Journal of Market Research*, 56(3), 317-340. (Q2 SJR).
- Okazaki, S., Rubio, N., & Campo, S. (2013). Do online gossipers promote brands? *Cyberpsychology, Behavior, and Social Networking*, 16(2), 100-107. (Q1 JCR y SJR).

C.1.2. Publications in Research Books

- Ballester, E.; Rubio, N.; Ruiz-Mafé, C. (2022): “Analysis of the perceived image of green hotels using big data”, pp. 779-803. In *Narrativas Emergentes para la Comunicación Digital*, Dyckinson. ISBN: 978-84-1122-375-1. (q1 SPI 2018 en ranking general).
- Jiménez-Barreto, J., Rubio, N. & Campo, S. (2019). El sentido de coherencia omnicanal: un análisis desde la perspectiva de la experiencia del consumidor. In *omnichannel marketing: las nuevas reglas de la distribución y el consumo en un mundo omnicanal* (pp. 117-141). Fundación Ramón Areces. ISBN: 978-84-8367-656-1. (Q3 SPI 2018 en ranking economía)
- Rubio, N., Villaseñor, N., & Yagüe, M. J. (2019). Engagement in a Third-Party-Managed Virtual Community and Its Effect on Customer Identification. In *Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments* (pp. 44-61). IGI Global. ISBN: 9781522578567. (Q2 SPI 2018 en ranking general)
- Rubio, N., Villaseñor, N., & Yagüe, M. J. (2018). Does the Commercial Format Influence the Effect that Store Brands’ Equity Has on Loyalty to the Retailer? In *Advances in National Brand and Private Label Marketing* (pp. 125-133). Springer, Cham. (Q1 SPI 2018)
- Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2018). El Valor de los Recursos Intangibles para las Empresas Españolas: El Capital Directivo. En *Innovación y Competitividad: Desafíos para la Industria Española* (pp.143-181). Funcas. ISBN: 978-84-15722-88-5.
- Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2017). Analysis of Antecedents that Contribute to Try New Products in Retail Commerce. In *Advancing Insights on Brand Management* Chapter 7, pp. 119-139. IntechOpen. ISBN: 978-953-51-3598-2.
- Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2016). Brand equity of Store Brands and Its Effect on Customer Value: Spanish Consumer Goods Retail Sector. In *Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy* (pp. 154-181). IGI Global. ISBN: 978-15-2250-220-3. (Q2 SPI 2014)

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- Rubio, N. & Villaseñor, N. (2016). Creación de Intangibles: Las Marcas Colectivas. En Una Nueva Política Industrial para España (pp. 115-130). Consejo Económico y Social. ISBN: 978-84-8188-363-3.
- Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2016). The Influence of Store Brands Equity on Value Cocreation Within the Retail Environment: The Moderating Effect of the Propensity to Buy Store Brands. In *Advances in National Brand and Private Label Marketing* (pp. 67-74). Springer International Publishing. ISBN: 978-3-319-39946-1. (Q1 SPI 2014)
- Rubio, N., Villaseñor, N. & Yagüe, M.J. (2015). El papel de las estrategias relacionales en la intención de comportamiento del cliente respecto a las empresas detallistas In *En la Piel del Cliente: Escuchar, Atraer, Retener* (pp. 189-210). Ramón Areces Foundation. ISBN: 978-84-8367-503-8.
- Rubio, N., Villaseñor, N. & Yagüe, M.J. (2014). La formación de la lealtad y la cocreación de valor en el ámbito minorista desde la perspectiva de la lógica dominante de los servicios. In *Experiencia y Comportamiento del Cliente en un Entorno Multicanal: Claves de Éxito para Fabricantes y Detallistas* (pp. 143-163). Fundación Ramón Areces. ISBN: 978-84-8367-469-7.
- Oubiña, J; Méndez, J.L. & Rubio, N. (2011): Distribuidores II: Estrategias de precio de las mdd, en el capítulo: Estrategias de los distribuidores con sus mdd, en el libro: Marcas de distribuidor (mdd): concepto, evolución, protagonistas y adaptación a los ciclos económicos (pp. 144-157). Pirámide. ISBN: 978-84-368-2467-4.
- Méndez, J.L.; Oubiña, J. & Rubio, N. (2011): Distribuidores III: Calidad objetiva, percibida y precio, en el capítulo: Estrategias de los distribuidores con sus mdd, en el libro: Marcas de distribuidor (mdd): concepto, evolución, protagonistas y adaptación a los ciclos económicos (pp. 158-169). Pirámide. ISBN: 978-84-368-2467-4.
- Rubio, N.; Méndez, J.L. & Oubiña, J. (2011): Fabricantes II: La decisión del fabricante de incorporar mdd en su cartera de productos, en el capítulo: Fabricantes y mdd, en el libro: Marcas de distribuidor: concepto, evolución, protagonistas y adaptación a los ciclos económicos (206-216). Pirámide. ISBN: 978-84-368-2467-4.
- Gómez, M.; Rozano, M. & Rubio, N. (2011): La lealtad hacia la mdd, en el capítulo: Análisis del consumidor de mdd, en el libro: Marcas de distribuidor (mdd): concepto, evolución, protagonistas y adaptación a los ciclos económicos (pp. 234-237). Pirámide. ISBN: 978-84-368-2467-4.

C.2. Research projects

- TED2021-129513B-C22: “La interacción con los asistentes virtuales: determinantes de su adopción y uso en el proceso de compra”, Ministry of Science and Innovation, (01/01/2023 a 31/12/2024), 47.035 €, **MR: Natalia Rubio Benito** and Jaime Romero.
- PID2020-113561RB-I00: “Customer journey design: touchpoint automation through artificial intelligence”, Ministry of Science and Innovation, (01/09/2021-31/08/2024), 27.757,40 €, **MR: Natalia Rubio Benito** and Jaime Romero.
- “Realidad aumentada en la experiencia del cliente” UAM-Santander interuniversity cooperation Project with USA. (2017). MR (Main Researcher): Sara Campo Martínez (15.000 €)
- ECO2015-69103-R: “La experiencia de compra multicanal en la construcción del valor del cliente”, Ministry of Economy and Competitiveness, (01/01/2016-31/12/2018), 52.756 €, **MR: María Jesús Yagüe Guillén and Natalia Rubio Benito.**
- ECO2012-31517: “El marketing de relaciones: la creación de valor en el marco de la lógica dominante de los servicios”, Ministry of Economy and Competitiveness, (01/01/2012-31/12/2015), 40.000 €, MR: María Jesús Yagüe Guillén.
- CEMU-2012-34: “La marca y su historia: valor económico, empresarial y social”, Autonomous University of Madrid, (01/05/2012-30/04/2014), 40.000 €, MR: María Jesús Yagüe Guillén.
- “Incorporación de la lógica dominante de los servicios (LDS) a la modelización del capital cliente (CC) en mercados minoristas de bienes de consumo. Influencia del capital de marca (CM), el capital valor (CV) y el capital relacional (CR)”, Ramón Areces Foundation, (15/12/2011-15/12/2013), 36.000 €, **MR: Natalia Rubio Benito.**
- ECO2011-30105: “Desafíos y oportunidades para el comercio electrónico mediante internet móvil”, Ministerio de Ciencia e Innovación, (01/01/2012-31/12/2014), 57.750 €, MR: Shintaro Okazaki.

C.3. Contracts

- Expert report for the quantification of the royalty sales under free market conditions as the basis for determining the hypothetical royalty applicable to the company Alcoholes y Vinos SA (Alvisa) for infringement of European Union trademarks n. 890.134 and no. 17.563.801. Bird & Bird Firm, September 2022 to May 2023, MRs: María Jesús Yagüe and Natalia Rubio.
- Expert report on the commercial and economic damages caused by MIGASA's breach of contract for the supply of high oleic sunflower oil to GULLÓN and VIDA. June to October 2022, MRs: María Jesús Yagüe and Natalia Rubio.

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- “Contradictory expert report about the expert report entitled “LIVE NATION. INTELIGENCIA DE MARCA. DIAGNÓSTICO. AÑO 2021. INFORME iTRUST” by D. José María Cubillo de iTrust Country Brand Intelligence in relation to the Lawsuit filed by LIVE NATION S.L against ROBE INIESTA OJEA and PRODUCCIONES 16562 S.L., April to September 2022, MRs: María Jesús Yagüe and Natalia Rubio.
- “Contradictory expert report about the expert report entitled “Del daño emergente y el lucro cesante que la empresa Alive Digital S.L. padece por parte de su licenciante Universal Music Spain S.A. by as.Valoración”, Sol Muntañola Abogados Especialistas en Propiedad Industrial e Intelectual, March to December 2020, MRs: María Jesús Yagüe and Natalia Rubio.
- Complete market study and expert report about the similarity analysis between the trademarks of Fast Power and Monster Energy and its effects on brand confusion, Bird & Bird Firm, September 2020 to January 2021: MRs: María Jesús Yagüe and Natalia Rubio.
- Pilot study for the similarity analysis between the trademarks of Fast Power and Monster Energy and its effects on brand confusion, Bird & Bird Firm, March to July 2020, MRs: María Jesús Yagüe and Natalia Rubio.
- “Contradictory expert report about the expert report on trademark similarity between Aldonia and Dewars by Marketingroup”, Bird & Bird Firm, January to May 2019, MRs: María Jesús Yagüe and Natalia Rubio.
- “El capital directivo de las empresas industriales aragonesas”, Economic and Social Council of Aragón (CESA), (30/04/2017-30/02/2018). MR: María Jesús Yagüe. Publications: (1) Yagüe, M.J., Campo, S., Rubio, N. and Villaseñor (2018): “El capital directivo de las empresas industriales aragonesas”, CESA, pp. 1-201. https://www.aragon.es/documents/20127/674325/ESTUDIO_Capital_directivo_Ed_integra.pdf/a307fb3d-a217-fd24-cd3e-ec9ccc522c64 and (2) Rubio, N.; Villaseñor, N. & Yagüe, M.J. (2018). El Valor de los Recursos Intangibles para las Empresas Españolas: El Capital Directivo. In *Innovación y Competitividad: Desafíos para la Industria Española (pp.143-181)*. Funcas. ISBN: 978-84-15722-88-5.
- “Una nueva política para impulsar la industria y el empleo”, Economic and Social Council (CES), (30/04/2014-30/04/2016). MR: Rafael Myro Sánchez. Publication: (1) Rubio, N. & Villaseñor, N. (2016). Creación de Intangibles: Las Marcas Colectivas. In *Una Nueva Política Industrial para España (pp. 115-130)*. Economic and Social Council. ISBN: 978-84-8188-363-3.

C.4. Conferences

- ACR Conference (2017, 2018, 2022)
- AEDEM (2021)
- AIRSI (2020, 2022, 2023)
- Colloquium on European Research on Retailing CERR (2020)
- Congreso Internacional de Marketing -AEMARK- (2004 a 2012, 2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023)
- Digit-all (2022)
- EAERCD Conference on Commercial Distribution (2005, 2013)
- European Marketing Academy EMAC (2004, 2006, 2009, 2018, 2019, 2023)
- Hispanolusas (2022)
- International Marketing Trends Conference (2009, 2014, 2016, 2017)
- MIC 2020 - The 20th Management International Conference
- Recent Advances in Retailing & Services Science Conference Eirass (2004, 2008, 2010, 2013)
- Tourism and Hospitality Conference (2017).
- TTRA (2021)

C.5. Research Awards

- First Prize of Colloquium on European Research on Retailing (CERR) to the research “Value Cocreation in Third-Party Managed Virtual Communities and Brand Equity” 5th CERR 2020.
- First Prize of AIRSI to the Best Extended Abstract “Find a Flight for Me Oscar! Exploring what makes a motivational customer experience with chatbots” AIRSI 2020.
- Second Prize of the Spanish Association of Shopping Centers (AECC) to the thesis “La experiencia del consumidor en el establecimiento: medición y efectos económico-relacionales para el minorista” by Juan Carlos Bustamante Urbina. 2016.
- First Prize of the Spanish Association of Shopping Centers (AECC) to the thesis “Aproximación al modelo de valor del cliente en el sector minorista de gran consumo” by Nieves Villaseñor, co-supervised with María Jesús Yagüe. 2014.
- Top 5 downloads to the article published on Food Quality and Preference in 2014.
- Prize EAERCD to the research “Perceived value of retail service and loyalty to the commercial chain. The role of propensity to buy store brands”, 17th EARCD Conference (2013).
- Finalist article of the “Best article published in REIM Journal in 2012”.
- Emerald 2012 award for excellence to the article published in 2011 in the British Food Journal.

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C.6. Thesis supervised

- Jiménez Barreto, Jano (2020): “Consumption experiences, authenticity and the sense of coherence in the relationship with brands: a multisectorial approach from the multi-channel and omni-channel perspectives”, codirected with Sara Campo Martínez, UAM
- Bustamante Urbina, Juan Carlos (2014): “La experiencia del consumidor en el establecimiento: medición y efectos económico-relacionales para el minorista”.
- Villaseñor Román, Nieves (2013): “Aproximación al modelo de valor del cliente en el sector minorista de gran consumo”, Codirected with María Jesús Yagüe, UAM.

C.7. Reviewer in academic journals and conferences

Academic Journals: European Journal of Marketing, The Services Industries Journal, BRQ Business Research Quarterly, British Food Journal, Journal of Consumer Behaviour, Journal of Retailing and Consumer Services, International Review of Retail, Distribution and Consumer Research, International Journal of Retail and Distribution Management, Spanish Journal of Marketing-ESIC, Cuadernos de Gestión.

Conferences: IMTC, EIRASS, EAERCD, AEMARK.

C.8. Other

- Chair in international and national conferences (EIRASS, EAERCD, International Marketing Trends Conference, AEMARK)
- Economic manager in the organization of one national conference (AEMARK) and two international conferences (ICORIA e International Marketing Trends).
- Director of Digital Economy Research Center of Autonomía University of Madrid (CIEDI-UAM) from September 2023.
- Treasurer of AEMARK, since September 2014 until September 2020; Chair from September 2022.
- Manager of the Marketing Master UAM, since April 2013 to July 2017.

Firmado:

