

Listado de trabajos candidatos al Premio AEMARK al Mejor Artículo de Investigación en Marketing (edición 2024, artículos publicados en 2023)

Artículos (en orden alfabético)	doi
Akdim, K., Belanche, D., & Flavián, M. (2023). Attitudes toward service robots: analyses of explicit and implicit attitudes based on anthropomorphism and construal level theory. <i>International Journal of Contemporary Hospitality Management</i> , 35(8), 2816-2837.	http://doi.org/10.1108/IJCHM-12-2020-1406
Aljarah, A., Ibrahim, B., Lahuerta-Otero, E., & García de los Salmones, M.M. (2023). Doing good does not always lead to doing well: the corrective, compensating and cultivating goodwill CSR effects on brand defense. <i>Current Issues in Tourism</i> , 26(20), 3397-3410.	https://doi.org/10.1080/13683500.2022.2139225
Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. <i>Journal of Retailing and Consumer Services</i> , 70, 103149.	https://doi.org/10.1016/j.jretconser.2022.103149
Barta, S., Belanche, D., Flavián, M., & Terré, M.C. (2023). How implementing the UN sustainable development goals affects customers' perceptions and loyalty. <i>Journal of Environmental Management</i> , 331, 117325.	https://doi.org/10.1016/j.jenvman.2023.117325
Barta, S., Gurrea, R., & Flavián, C. (2023). Using augmented reality to reduce cognitive dissonance and increase purchase intention. <i>Computers in Human Behavior</i> , 140, 107564.	https://doi.org/10.1016/j.chb.2022.107564
Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2023). Co-creating emotional value in a guided tour experience: the interplay among guide's emotional labour and tourists' emotional intelligence and participation. <i>Current Issues in Tourism</i> , 26(11), 1748-1762.	https://doi.org/10.1080/13683500.2022.2064837
Collado-Agudo, J., Herrero-Crespo, A., & San Martín-Gutiérrez, H. (2023). The adoption of a smart destination model by tourism companies: An ecosystem approach. <i>Journal of Destination Marketing and Management</i> , 28, 100783.	https://doi.org/10.1016/j.jdmm.2023.100783
Flavián, C., Akdim, K., & Casaló, L.V. (2023). Effects of voice assistant recommendations on consumer behavior. <i>Psychology & Marketing</i> , 40(2), 328-346.	https://doi.org/10.1002/mar.21765
Gao, L.(X.), de Haan, E., Melero-Polo, I. & Sese, F.J. (2023). Winning your customers' minds and hearts: Disentangling the effects of lock-in and affective customer experience on retention. <i>Journal of the Academy of Marketing Science</i> , 51, 334-371.	https://doi.org/10.1007/s11747-022-00898-z
García-Carrión, B., Del Barrio-García, S., Muñoz-Leiva, F., & Porcu, L. (2023). Effect of social-media message congruence and generational cohort on visual attention and information-processing in culinary tourism: An eye-tracking study. <i>Journal of Hospitality and Tourism Management</i> , 55, 78-90.	https://doi.org/10.1016/j.jhtm.2023.03.006
Higueras-Castillo, E., Liébana-Cabanillas, F.J., & Villarejo-Ramos, Á.F. (2023). Intention to use e-commerce vs physical shopping. Difference between consumers in the post-COVID era. <i>Journal of Business Research</i> , 157, 113622	https://doi.org/10.1016/j.jbusres.2022.113622
Illescas-Manzano, M.D., Martínez-Puertas, S., Sánchez-Pérez, M., & Torres, A.M. (2023). Look before you leap: Comparison and profiles of hotel price determinants in four European markets. <i>International Journal of Hospitality Management</i> , 109, 103401.	https://doi.org/10.1016/j.ijhm.2022.103401

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Minguez, A., & Sese, F.J. (2023). Periodic versus aggregate donations: Leveraging donation frequencies to cultivate the regular donor portfolio. <i>Journal of Service Research</i> , 26(2), 283-299.	https://doi.org/10.1177/10946705221103270
Moliner-Velázquez, B., Fuentes-Blasco, M., & Gil-Saura, I. (2023). Managing relationships between tourism companies and their suppliers: An approach beyond classical variables. <i>European Research on Management and Business Economics</i> , 29(1), 100203.	https://doi.org/10.1016/j.iedeen.2022.100203
Moreno-Lobato, A., Di-Clemente, E., Hernández-Mogollón, J.M., & Campón-Cerro, A.M. (2023). How emotions sound. A literature review of music as an emotional tool in tourism marketing. <i>Tourism Management Perspectives</i> , 48, 101154.	https://doi.org/10.1016/j.tmp.2023.101154
Ortega-Egea, J. M., & García-de-Frutos, N. (2023). How do controversial foreign country images affect consumers? <i>International Journal of Consumer Studies</i> , 47(5), 1927-1949.	https://doi.org/10.1111/ijcs.12968
Román, S., Riquelme, I.P., & Iacobucci, D. (2023). Fake or credible? Antecedents and consequences of perceived credibility in exaggerated online reviews. <i>Journal of Business Research</i> , 156, 113466.	https://doi.org/10.1016/j.jbusres.2022.113466
Ruiz-Equihua, D., Romero, J., Casaló, L.V. & Loureiro, S.M.C. (2023), Smart speakers and customer experience in service contexts, <i>Psychology & Marketing</i> , 40(11), 2326–2340.	https://doi.org/10.1002/mar.21907
Ruiz-Equihua, D., Romero, J., Loureiro, S.M.C., & Ali, M. (2023). Human–robot interactions in the restaurant setting: the role of social cognition, psychological ownership and anthropomorphism. <i>International Journal of Contemporary Hospitality Management</i> , 35(6), 1966-1985.	https://doi.org/10.1108/IJCHM-05-2022-0597
Sáez-Ortuño, L., Forgas-Coll, S., Huertas-García, R., & Sánchez-García, J. (2023). Online cheaters: Profiles and motivations of internet users who falsify their data online. <i>Journal of Innovation & Knowledge</i> , 8(2), 100349.	https://doi.org/10.1016/j.jik.2023.100349
Sáez-Ortuño, L., Forgas-Coll, S., Huertas-García, R., & Sánchez-García, J. (2023). What's on the horizon? A bibliometric analysis of personal data collection methods on social networks. <i>Journal of Business Research</i> , 158, 113702.	https://doi.org/10.1016/j.jbusres.2023.113702
Sicilia, M., López, M., & Palazón, M. (2023). The combined effect of front-of-package labels and influencer recommendations on food choice decisions. <i>Appetite</i> , 191, 107074.	https://doi.org/10.1016/j.appet.2023.107074
Singh, V., Singh, T., Higuera-Castillo, E., & Liebana-Cabanillas, F.J. (2023). Sustainable road transportation adoption research: A meta and weight analysis, and moderation analysis. <i>Journal of Cleaner Production</i> , 392, 136276.	https://doi.org/10.1016/j.jclepro.2023.136276
Temprano-García, V., Pérez-Fernández, H., Rodríguez-Pinto, J., Rodríguez-Escudero, A.I., & Barros-Contreras, I. (2023). How to build a brand-oriented family firm: The impact of socioemotional wealth (SEW) dimensions. <i>Journal of Business Research</i> , 163, 113929.	https://doi.org/10.1016/j.jbusres.2023.113929