

Listado de trabajos candidatos al Premio AEMARK al Mejor Artículo de Investigación en Marketing (edición 2025, artículos publicados en 2024)

Artículos (en orden alfabético)	doi
Barta, S., Ibáñez-Sánchez, S., Orús, C., & Flavián, C. (2024). Avatar creation in the metaverse: A focus on event expectations. <i>Computers in Human Behavior</i> , 156, 108192.	https://doi.org/10.1016/j.chb.2024.108192
Belanche, D., Casaló, L.V., & Flavián, M. (2024). Human versus virtual influences, a comparative study. <i>Journal of Business Research</i> , 173, 114493.	https://doi.org/10.1016/j.jbusres.2023.114493
Bigné, E., Currás-Perez, 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. <i>Current Issues in Tourism</i> , 27(20), 154-169.	https://doi.org/10.1080/13683500.2023.2263615
Bigné, E., Ruiz, C., & Currás-Pérez, R. (2024). Furnishing your home? The impact of voice assistant avatars in virtual reality shopping: A neurophysiological study, <i>Computers in Human Behavior</i> , 153, 108104.	https://doi.org/10.1016/j.chb.2023.108104
Bigne, E., Ruiz, C., & Currás-Pérez, R. (2024). How consumers process online review types in familiar versus unfamiliar destinations. A self-reported and neuroscientific study, <i>Technological Forecasting and Social Change</i> , 199, 123067	https://doi.org/10.1016/j.techfore.2023.123067
Blanco-Moreno, S., González-Fernández, A.M., Muñoz-Gallego, P.A., & Casaló, L.V. (2024). Understanding engagement with Instagram posts about tourism destinations. <i>Journal of Destination Marketing & Management</i> , 34, 100948.	https://doi.org/10.1016/j.jdmm.2024.100948
Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., García-Henche, B., & Núñez-Barriopedro, E. (2024). The impact of corporate social responsibility on consumer brand engagement and purchase intention at fashion retailers. <i>Psychology & Marketing</i> , 41(3), 649–664.	https://doi.org/10.1002/mar.21940
David-Negre, T., & Gutiérrez-Taño, D. (2024). Self-efficacy and personal innovation in the intention to use of facial recognition systems by tourists: A mediation model moderated by trust and anticipated emotions. <i>Current Issues in Tourism</i> , 1-16.	https://doi.org/10.1080/13683500.2024.2403130
Delgado-Ballester, E. & Fernandez-Sabiote, E. (2024). Brand stereotypes: On the relationships with gendered brand personality and agentive and communal values in fostering consumer-brand identification. <i>Journal of Business Research</i> , 177, 114635.	https://doi.org/10.1016/j.jbusres.2024.114635
Flavián, C., Belk, R.W., Belanche, D., & Casaló, L.V. (2024). Automated social presence in AI: Avoiding consumer psychological tensions to improve service value. <i>Journal of Business Research</i> , 175, 114545.	https://doi.org/10.1016/j.jbusres.2024.114545
Flavián, C., Ibáñez-Sánchez, S., Orús, C., & Barta, S. (2024). The dark side of the metaverse: The role of gamification in event virtualization. <i>International Journal of Information Management</i> , 75, 102726.	https://doi.org/10.1016/j.ijinfomgt.2023.102726

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Francioni, B. & Martín Martín, O. (2024), International market, network, and opportunity selection: A systematic review of empirical research, integrative framework, and comprehensive research agenda, <i>Journal of International Management</i> , 30(5), 101174.	https://doi.org/10.1016/j.intman.2024.101174
García-Carrión, B., Muñoz-Leiva, F., Del Barrio-García, S., & Porcu, L. (2024). The effect of online message congruence, destination-positioning, and emojis on users' cognitive effort and affective evaluation. <i>Journal of Destination Marketing & Management</i> , 31, 100842.	https://doi.org/10.1016/j.jdmm.2023.100842
Gil-Saura, I, Ruiz-Molina, ME, Berenguer-Contrí, G., & Marín-García, A. (2024). Sustainability-oriented innovation in retailing. <i>Psychology & Marketing</i> , 41(2), 240-253.	https://doi.org/10.1002/mar.21922
Ma, Y., Ailawadi, K.L., Martos-Partal, M., & González-Benito, Ó. (2023). Dual branding by national brand manufacturers: Drivers and outcomes. <i>Journal of Marketing</i> , 88(3), 69-87.	https://doi.org/10.1177/00222429231196575
Mora, E., Vila, N. & Küster, I. (2024). Qualitative social media content analysis as teaching-learning method in higher education. <i>Interactive Learning Environments</i> , 32(6), 2491-2505.	https://doi.org/10.1080/10494820.2022.2150222
Román, S., Riquelme, I.P., & Iacobucci, D. (2024). Antecedents and consequences of perceived helpfulness of extremely positive and exaggerated reviews. <i>Journal of Retailing and Consumer Services</i> , 80, 103907.	https://doi.org/10.1016/j.jretconser.2024.103907
Román, S., Riquelme, I.P., & Iacobucci, D. (2024). Unlocking the helpfulness of extreme and exaggerated hotel online reviews: Consumers and brand influences. <i>Tourism Management Perspectives</i> , 54, 101321.	https://doi.org/10.1016/j.tmp.2024.101321
Sáez-Ortuño, L., Forgas-Coll, S., Huertas-García, R., & Puertas-Prats, E. (2024). Chasing spammers: Using the Internet protocol address for detection. <i>Psychology & Marketing</i> , 41(6), 1363-1382.	https://doi.org/10.1002/mar.21985
Sáez-Ortuño, L., Huertas-García, R., Forgas-Coll, S., Sánchez-García, J., & Puertas-Prats, E. (2024). Quantum computing for market research. <i>Journal of Innovation & Knowledge</i> , 9(3), 100510.	https://doi.org/10.1016/j.jik.2024.100510
Vega, E. & Camarero, C. (2024). Once upon a game: boosting brand storytelling through gamification. <i>Journal of Product & Brand Management</i> , 33(6), 717-732.	https://doi.org/10.1108/JPBM-10-2023-4796
Vila-López, N., Pascual-Riquelme, I., Küster-Boluda, I., & Aragonés-Jericó, C. (2024). Sports icons in nation branding the interplay of motivations, culture and country attachment. <i>Journal of Hospitality and Tourism Management</i> , 61, 316-327.	https://doi.org/10.1016/j.jhtm.2024.10.012