



Estimados compañeros/socios de AEMARK,

Con este boletín de marzo de 2021 os hacemos llegar información sobre:

- Congreso AEMARK 2021: Convocatoria ayudas investigadores latinoamericanos.
- Special Issue Spanish Journal of Marketing-ESIC. Mixed reality and machine intelligence in marketing and society.
- Call for papers: Special Issue Tourism and Hospitality. ICT in Tourism Experience.
- Call for papers: Special Issue Service Business. Implementing Industry 4.0 Technologies in Services: Challenges to reinvent the services business.
- Oferta plazas de profesorado.
- Reconocimiento de nuestros compañeros: premio y nombramientos.

Un saludo,

Ángel Herrero Crespo



Congreso AEMARK 2021: Convocatoria de ayudas para investigadores latinoamericanos

Esta convocatoria pretende fomentar la asistencia y participación de investigadores latinoamericanos en el Congreso Internacional de Marketing AEMARK a celebrar en Baeza (Jaén) el próximo mes de septiembre (<http://www.aemarkcongresos.com/congreso2021/index.php/es/>).

Con esta finalidad, AEMARK ofrece la posibilidad de obtener una ayuda económica a los investigadores latinoamericanos que presenten las mejores ponencias o trabajos en curso.

Podrán optar a la ayuda autores que procedan y estén desarrollando actualmente su actividad investigadora en cualquier país latinoamericano. El autor que opte a la ayuda deberá acreditar su procedencia mediante pasaporte en vigor de un país latinoamericano. Se podrán conceder hasta un máximo de tres ayudas (como máximo una por persona y ponencia). La ayuda está destinada a la financiación de gastos de viaje desde Latinoamérica a España, que deberá asistir al congreso y estar inscrito. Cada bolsa de viaje ascenderá a un máximo de 500 euros.

El procedimiento para otorgar las ayudas se basará en la calidad del trabajo presentado, teniéndose en cuenta la originalidad del trabajo y la contribución al área de marketing. El veredicto corresponderá a un Jurado designado al efecto, integrado por tres investigadores de reconocido prestigio. La decisión se comunicará a los autores con antelación y se hará pública en el XXXII Congreso Internacional de Marketing AEMARK 2021 a celebrar en Jaén en septiembre de 2021.

Gracias a este programa de ayudas, que se encuentra en su décima edición, hasta la fecha más de una veintena de investigadores latinoamericanos han podido beneficiarse de ayudas de viaje para su asistencia y participación en los congresos de AEMARK.

Bases completas disponibles en el siguiente enlace:

https://www.aemark.org/index.php/es-es/?option=com_content&view=article&id=461



Special issue SJM-ESIC “Mixed reality and machine intelligence in marketing and society”.

The increasing impact of immersive technologies, such as augmented reality (AR) virtual reality (VR) or the different technologies included in what is known as extended reality (XR) create challenges that need full attention from both academics and practitioners (Loureiro et al., 2019; 2020a; tom Dieck, et al., 2018; Japutra et al, 2020). Without a doubt, the crisis caused by the Covid-19 pandemic has stimulated the implementation and use of real-and-virtual combined environments, as well as changing nature of human-machine interactions. Several developments, including the forced physical contact lessness between coworkers, vendors, and ultimately consumers, have pressed companies to implement innovative tactics, which provide an acceleration to the digital transformation (Kudyba, 2020).

The impact of new technologies on customer experience is also noteworthy (Kabadayi et al., 2019; Loureiro et al., 2021). For example, XR technologies can support consumers' activities, either directly in the real environment or indirectly through digital overlaying on the real environment; they can create new experiences that empower consumers along the journey; or they can even create experiences that divert or distract the consumer from their current experiences (Flavián et al., 2019; Loureiro et al., 2020b). Despite the limited number of previous studies to understand how consumers experience, engage and accept immersive/XR technologies (e.g., Flavián et al., 2020; Tussyadiah, et al., 2018) and how human-machine interaction develops (Loureiro et al., 2020a), more research is needed to allow managers and society as a whole to better understand these phenomena, especially in the current situation where these technologies are developing in leaps and bounds.

The degree of integration between technological devices and the human body has the potential to immerse users into multisensory virtual experiences (Flavián et al., 2021). In fact, XR technologies may soon allow people to extend their selves through the use of neuro-stimulators and neural implants (Belk, 2013), which may create a much more immersive augmentation of reality and may even transform the human being into a homo sapiens technologicus with the power to switch from a real environment to a deeply immersive environment without the need for any external devices (Loureiro et al., 2020a). A fully connected human that may use its immersive skills (AR and VR technologies) to interact with the world may allow new applications to be developed in many industries and fields. Although such perspective of a transhumanist society (Bostrom, 2005a; 2005b, Loureiro & Guerreiro, 2018) is still far from becoming a reality, researchers need to address the social and business implications of such future changes for the sake of ethics and consumers' well-being. The way artificial intelligent (AI) algorithms evolve, the interaction between humans-non-humans and XR interaction will also be of paramount interest (Chung et al., 2016; Huang & Rust, 2018). As Huang et al. (2019) claim, the era of the feeling economy is knocking on our door.

In this vein, the current special issue should consider (but not be limited to) areas such as:

- Digital innovation and transformation through XR
- XR adoption behavior
- XR business models and XR for societal good
- Impacts of XR on value co-creation and customer engagement
- XR and its use for crisis management (e.g. health crisis, Covid-19 recovery)
- Enhancing customer experience via XR
- Legal, ethical, and regulatory issues of XR
- New methodological approaches for XR
- Combining XR and AI in service settings
- Negative impacts of XR in service settings
- Ethical issues with regards to usage of XR in service settings
- Compulsive use of XR in service settings

The topics could cover a range of different fields such as marketing, hospitality, tourism, retailing, entertainment, events, education, cultural heritage, architecture and so forth.

More information: <https://www.emeraldgrouppublishing.com/journal/sime/mixed-reality-and-machine-intelligence-marketing-and-society>

Submissions dates: 1 September 2021 to 1 March 2022 (early submissions are appreciated).

Guest Editors:

- Sandra M.C. Loureiro, ISCTE-Instituto Universitário de Lisboa (Portugal) sandramloureiro@netcabo.pt
- Faizan Ali, University of South Florida (USA) faizanali@usf.edu
- Arnold Japutra, The University of Western Australia (Australia) arnold.japutra@uwa.edu.au

BREAKING NEWS

 Asociación Española
de Marketing
Académico y Profesional

CALL FOR PAPERS

Special Issue of Psychology & Marketing: Consumer Neuroscience & Marketing Communications

One of the marketing disciplines that is experiencing exponential growth in recent years is consumer neuroscience, which consists of the application of techniques from psychology, neuroscience and physiology to the study of the neuropsychological origin of consumer attitudes, preferences, intentions and behaviors. Thus, methodologies such as eye-tracking, skin conductance, electroencephalography or functional Magnetic Resonance imaging, among others, are being applied to better understand the psychological mechanisms underlying consumer decision-making in advertising, e-commerce, product or price environments. Scholars in marketing and psychology are greatly advancing knowledge about the psychological and neural bases of health-communications persuasion, attention and memory triggered by product labeling and prices, as well as the perceived trust and risk in online shopping environments.

Despite the growth of neuroimaging studies identifying the psychological origin of advertising effectiveness, it is surprising, nevertheless, to discern how most studies omit clarifying the neural and psychological origin of communication effectiveness in marketing environments, a field in which consumer neuroscience can make a difference as increased preferences or intentions towards advertisements rarely translate into actual consumer behaviors lining up with the advertised product or social action. The aim of this Special Issue is, therefore, to deepen our understanding of neural and psychophysiological mechanisms underlying the preference, persuasion and evaluation of diverse typologies of advertisements.

Theoretical and conceptual explorations, as well as methodological and laboratory-based research that makes use of tools such as skin conductance, eye-tracking, electromyography, electroencephalography and functional Magnetic resonance imaging, are especially welcome. Accordingly, potential manuscript topics may include, but not be limited to:

- Psychological theories that can be used to understand why and how positive attitudes, preferences and intentions towards advertising do (not) translate into purchasing behaviors.
 - Assessing the neural correlates of advertising effectiveness, including persuasion, attention, value, self-relevance and memory in a wide range of advertising domains, namely political, environmental, social or health communications.
 - Assessing the ability of neural responses triggered by diverse media elements of advertising (e.g., voice, color, level of involvement or message framing) to predict behaviors beyond traditional self-reported outcomes.
 - Psychological processes involved with the evaluation of advertisements included in online contexts, such as online gambling, e-commerce or social media.
 - Psychological processing of messages considering the influence of environmental factors, such as the type of product (e.g., utilitarian vs. hedonic), the type of purchase (e.g., habitual, sporadic, impulse) and the features of the manufacturer (e.g., profit vs. non-profit companies).
 - Individual variables moderating the neuropsychological processing of advertising, such as age, gender, culture or levels of IT expertise or impulsiveness.
- All manuscripts that address these and related questions will be considered by the Special Issue Guest Editors, Luis-Alberto Casado-Aranda (lcasado@ugr.es) and Juan Sánchez-Fernández (sanchezf@ugr.es).

To submit a manuscript, please follow the manuscript submission guidelines as detailed under “Instructions to Authors” on the Wiley Psychology & Marketing [website](#)

Address your cover letter to Charles Hofacker (chofack@business.fsu.edu), Psychology & Marketing Special Issues Editor, and note in your cover letter that your manuscript is being submitted for publication consideration in the “Consumer Neuroscience & Marketing Communications” Special Issue. The deadline for submitting manuscripts for this Special Issue is November 30, 2021.



Special Issue Tourism and Hospitality: ICT in Tourism Experience

This Special Issue aims to examine and discuss the role of ICT in Tourism Experiences, from the point of view of sustainability. The inclusion of ICT has a potential transformative effect on tourism industry and on tourist experiences, which has profound implications for sustainability.

From an offer perspective, ICTs in the tourism sector facilitate the distribution of tourist information and products through the Internet. Secondly, ICTs improve all communications based on the promotion, advertising, marketing and contracting of tourism services. Finally, they allow us to offer tourism products and services directly to a large number of consumers at a relatively low cost and to maintain relationships with them. In this context, tourism organizations have acquired ICT to implement and continuously upgrade technologies in their facilities in order to maintain a competitive advantage through product innovation and thus be able to compete in the marketplace.

From a demand perspective, tourism is extremely dependent on ICTs, because before making a trip, tourists demand information to plan and choose among multiple options, and also observe the growing need for information during and after the trip. It also plays an important role in the formation of tourist destinations' image since it facilitates the sharing of experiences once the trip is over, through the creation of massive online user-generated contents (UGC) spread through the e-Word-of-Mouth effect (eWOM).

Taking all this into account, this monograph aims to collect evidence-based proposals to meaningfully integrate ICTs into tourism experiences, as well as theoretical contributions that can inform good tourism practices with ICTs for a sustainable future.

For this Special Issue, you are invited research articles, case studies, and theoretical, methodological, and applied papers that analyze ICT in tourism experiences at the destination level as well as at the company level and tourist behavior from an interdisciplinary point of view.

More information:

https://www.mdpi.com/journal/tourismhosp/special_issues/ICT_in_Tourism_Experience#info

Deadline: June 30th, 2022

Guest editors:

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**Special issue [Service Business](#) (Springer Nature).
Implementing Industry 4.0 Technologies in Services: Challenges to reinvent the
services business (Impact factor year 2019= 2.169)**

The emerging Industry 4.0 technologies (also known as Technologies 4.0) represent a great opportunity to increase customer value in the service sector (Lee and Lee, 2020). These advanced technologies are surpassing the advantages of previous digital tools by incorporating disruptive analytical systems and hardware such as: Artificial Intelligence (AI), autonomous robots, virtual and augmented reality (VR/AR), Big Data analytics, cloud computing or the Internet of Things (IoT). However, previous research on the advent of the Fourth Industrial Revolution has been focused on the impact of Technologies 4.0 on manufacturing and supply chain operations (Alcácer and Cruz-Machado 2019), ignoring their tremendous potential to shape current and future service interactions with customers. Indeed, these technologies have enhanced the dynamic capabilities of organizations to rapidly respond to the evolving customer needs and preferences (Lee and Lee, 2020).

This special issue aims to fill existing gaps in the literature to deepen the current understanding of Technologies 4.0 impact on customer value and customer experiences in services. Research should examine relevant customers' perceptions, attitudes and behaviors derived from the implementation of these technologies in service sectors. Studies about the challenges and concerns related to this Fourth Industrial Revolution in the service domain are also welcomed. We are open to a wide range of methods, including both qualitative and quantitative empirical research. Theoretical, conceptual and critical papers are also welcomed as far as they contribute to establish the fundamentals for a better comprehension of the consequences of such innovative technologies. We also invite to submit interdisciplinary research that broaden the scope of current knowledge or cross-cultural studies analyzing the global nature of these phenomena.

A non-exhaustive list of some sample topics that merit exploration would include:

- Technologies 4.0 introduction in services: managers, employees and customers approach
- Differential features of Technologies 4.0 and their contribution to generate customer value
- Opportunities of Technologies 4.0 to shape new customer experiences in services
- Technologies 4.0 for a better management of the customer journey
- The influence of Technologies 4.0 in services branding
- The role of touch versus tech in technology driven services
- Impact of AI implementation on efficiency at different service industries
- Use of smart robots in the transformation of frontline and other service processes
- Robots and other technologies as customers' social companions

- Potential benefits of employing VR/AR technologies to enhance customer experience in services
- Challenges related to the use of Big Data analyses and cloud computing in service business
- Strategies to develop new services based on IoT technology
- The dark side of Technologies 4.0
- Users concerns about the disruptive changes derived from Technologies 4.0
- Ethics in the Fourth Industrial revolution: privacy, security and other threats derived from a higher dependence on technology

Submissions dates:

1 October 2021 to 31 January 2022

Guest Editors:

- Carlos Flavián (Universidad de Zaragoza) cflavian@unizar.es
- Daniel Belanche (Universidad de Zaragoza) belan@unizar.es

AIRSI2021

Authors interested in this special issue should submit the preliminary version of their papers (extended abstract, work in progress or full papers) to AIRSI2021: Technologies 4.0 in Tourism, Services & Marketing.

Here an in-depth debate will take place and the general lines of the Special Issue will be established in more detail. AIRSI2021 will be an online conference to be held 12-14 July 2021 with a submission deadline of 10 May 2021.



Juan Luis Nicolau, Premio a la Excelencia en Investigación de la Facultad de Negocios de la Universidad Virginia Tech

Juan Luis Nicolau, Catedrático en excedencia del Departamento de Marketing de la Universidad de Alicante, actualmente ocupando la plaza de catedrático Marriott Professor of Revenue Management en la facultad Pamplin College of Business de la universidad Virginia Tech, recibió el pasado 27 de enero el Premio a la Excelencia en Investigación "Annual Faculty Award for Excellence in Research — MVP Award".



Jose Luis Ruiz Real, nuevo Titular del Área de Comercialización e Investigación de Mercados de la Universidad de Almería

El pasado miércoles 24 de marzo, tuvo lugar el concurso de acceso al cuerpo docente de Titular de Universidad en el Área de Comercialización e Investigación de Mercados de la Universidad de Almería. El evento realizado en formato mixto, contó con la comisión evaluadora formada por los profesores D. Manuel Sánchez Pérez (Universidad de Almería), D. Juan Carlos Gázquez Abad (Universidad de Almería) y Dña. María Fuentes Blasco (Universidad Pablo de Olavide).



REDES SOCIALES

Recordatorio envío noticias

Os recordamos que podéis enviar vuestras noticias sobre seminarios, call for papers, libros publicados, nombramientos, etc., hasta el día 24 de cada mes para su publicación en este boletín. La dirección de envío es boletin@aemark.es.