



Estimados compañeros/socios de AEMARK,

Con este boletín de enero de 2023 os hacemos llegar información sobre:

- Nuestra Asociación: XXXIV Congreso Internacional AEMARK 2023 (Madrid).
- Nuestra Asociación: Seminario de docencia e investigación (enero 2023).
- Call for papers: AIRSI 2023 The Metaverse Conference.
- Call for papers: Special Issue Journal of Management and Business Education: "Education for Sustainability in Business Economics".
- Call for papers: Special Issue Journal of Historical Research in Marketing. "Marketing History in Spain".
- Call for papers: Special Issue Journal of Contemporary Hospitality Management. "Immersive Technologies in Hospitality and Tourism".
- Call for papers: Special Issue Journal of Service Management. The future of Work-Service Employee-(Ro)bot Collaboration
- 6º Workshop Acede-Marketing-Asociación Insights Analytics.
- Nuevo número de la revista EMarketing News.
- Reconocimiento de nuestros compañeros: Nombramientos y Tesis.

Un cordial saludo,

Natalia Rubio Benito



XXXIV CONGRESO INTERNACIONAL DE MARKETING AEMARK MADRID 2023

Ya se encuentra disponible la web del XXXIV Congreso Internacional de Marketing AEMARK 2023 que se celebrará del 6-8 septiembre de 2023 en Madrid y organizado por Esic University y la Asociación Española de Marketing Académico y Profesional AEMARK.

A partir del 11 de febrero se habilitará la plataforma web para el envío de ponencias, trabajos en curso y pósteres.

Enlace web del congreso:

<http://www.aemarkcongresos.com/congreso2023/es/>

Annet Erdman y Mariano Mendez

Presidentes del Comité Organizador del XXXIV Congreso Internacional de Marketing AEMARK2023

Esic University

GRAN ACOGIDA DE LOS SEMINARIOS AEMARK 2023



Como es tradición en AEMARK, los días 23 y 24 del presente mes de enero, se celebraron dos seminarios de gran interés para nuestros socios.

El primero de ellos fue el seminario de docencia que abordó la temática sobre la integración de los Objetivos de Desarrollo Sostenible (ODS) en la docencia en Marketing. El segundo, fue el seminario de investigación que trató el análisis de la mediación, moderación y mediación moderada con la macro PROCESS para SPSS.

Los seminarios, que en esta edición han recuperado la presencialidad, se realizaron en la Universidad Autónoma de Madrid y han contado con la asistencia de profesores procedentes de gran parte de las universidades españolas.

La mañana del lunes 23 de enero comenzó con la sesión “Sostenibilización curricular en la docencia en marketing: Un cambio para alcanzar los ODS”, impartido por Longinos Marín Rives e Inés López López de la Universidad de Murcia. Posteriormente, Francisco Montoro Ríos (Universidad de Granada), Emma Juaneda Ayensa (Universidad de la Rioja) y María Dolores De Juan Vigaray (Universidad de Alicante) participaron en la sesión “Casos de éxito en la incorporación de los ODS en los planes de estudio”.

El segundo seminario, celebrado en la tarde del lunes 23 y mañana del martes 24 de enero, fue el seminario de investigación impartido por Juan José Igartua Perosanz (Universidad de Salamanca) con el título: “Introducción al análisis de la mediación, moderación y mediación moderada con la macro PROCESS para SPSS”

Desde AEMARK queremos agradecer tanto a ponentes, como participantes y organizadores, por su presencia e interés en los dos seminarios desarrollados. Estamos muy satisfechos por la respuesta que han tenido y el aprendizaje y conocimientos compartidos.

Esperamos que hayan sido de utilidad en el desarrollo de vuestras actividades docentes e investigadoras.

¡¡Muchas gracias a todos, como siempre, por vuestra confianza en las actividades de AEMARK!!



BREAKING NEWS

Asociación Española
de Marketing
Académico y Profesional

CALL FOR PAPERS

AIRSI 2023. The Metaverse Conference (mayo 2023)

AIRSI2023
The Metaverse Conference

• Artificial Intelligence, Digital Transformation
• Immersive Technologies: Virtual reality, Augmented reality, Metaverse
• Robots, Avatars, Chatbots, Virtual Assistants, Smart speakers
• Social media, Virtual influencers, Omnichannel strategies
• Internet of Things, Big Data, Blockchain, NFTs, etc.

The Metaverse
Conference 15-17 May 23

AIRSI2023 is an international conference focused on the application and effects of technologies that are part of the so called Industry 4.0 (artificial intelligence, robots, virtual assistants, avatars, metaverse, augmented reality, virtual reality, big data, blockchain, NFTs, etc.). Specifically, the aim of this conference is to deepen and broaden the current understanding of the use of all these new technologies to offer all kind of products and a wide variety of services (e.g., tourism, hospitality, marketing, banking, education, health, etc.) by focusing on their effects on value creation, relationship outcomes (e.g., satisfaction, loyalty, engagement, profitability), customer perceptions (e.g. trust) and concerns (e.g. privacy, security, etc.), ethical issues and other related aspects.

Topics of interest for the Conference include, but are not limited to:

- Artificial Intelligence, Digital Transformation
- Immersive Technologies: Virtual reality, Augmented reality, Metaverse

- Robots, Avatars, Chatbots, Virtual Assistants, Smart speakers
- Social media, Virtual influencers, Omnichannel strategies
- Internet of Things, Big Data, Blockchain, NFTs, etc.

Possible contributions:

- Theoretical or empirical (quantitative or qualitative)
- Extended abstract (1000 words)
- Work in progress (4000 words)
- Full papers (6000 words)

Deadline:

- Submission deadline: 31 march.
- Early registration: 1 may (195€)
- Celebration dates: 15-17 may (AIRSI Metaverse)

Publication opportunities:

- International Journal of Contemporary Hospitality Management. Immersive Technologies in Hospitality and Tourism
- Journal of Service Management. The Future of Work Service Employee-(Ro)bot Collaboration

Best Paper Awards:

- Best Extended abstracts, Work in progress and Full papers
- Special awards for papers based on doctoral thesis
- Scholarship available for doctoral students

More information:

<https://airsi.unizar.es/>

**Special Issue Journal of Management and Business Education.
“Education for Sustainability in Business Economics”**

Journal of Management and Business Education (JMBE) is published by European Academy of Management and Business Economics (AEDEM) and supported by Fundación Camilo Prado. JMBE’s mission is to contribute to management and business education by publishing original research works that address the processes of teaching and learning business management from any approach. JMBE is an Open Access, Peer review, English & Spanish language journal. It represents an excellent forum for promoting critical discussion on current innovations within Management and Business Education. This journal subscribes to the principles and guidelines of the Committee on Publication Ethics (COPE).

The Journal of Management and Business Education invites submission for a special issue focused on “Education for Sustainability in Business Economics”.

Theoretical and practical contributions on SDG integration in: teaching; business schools; business; community and stakeholders are welcome.

Submission deadline: June 30, 2023.

More information: <https://www.nitoku.com/@journal.mbe/issues>

Special Issue Journal of Historical Research in Marketing. “Marketing History in Spain”.

The Journal of Historical Research in Marketing invites submissions for a special issue focused on 'Marketing History in Spain.' Several overarching themes are planned including historical studies of marketing within Spain and the ways in which Spain has been marketed beyond the country's borders, the use of several tools to promote products and brands, the adaptation of marketing strategies imported from abroad, the Franco period (before and after) in consumption and marketing, the development of new consumer identities amongst women or children, mass tourism, brand Spain influence, regionalism marketing.

This special issue provides researchers an opportunity to present historical research on all areas of marketing with a specific focus on Spain. For this special issue of JHRM, the co-editors are open to historical and historiographic topics in a variety of areas addressing marketing histories in Spain from a global perspective or a specific area.

Topics areas:

<ul style="list-style-type: none"> • History and evolution of advertising agency histories from Spain. • Consumer reaction to campaigns. • Institutional branding via advertising in the past. • Differences to current campaigns. • History of marketing in Spain. • Specific materials such as collectable cards, posters, stamps, music programs, labels, wedding invitations, ephemera and marketing. • Marketing focuses on specific targets such as women, children or youth among others. • Foreign brands and their introduction in Spain (foreign products, acceptance, reformulation, advertising campaigns, failures, success). • Media for marketing purposes (radio, tv, newspapers, magazines, children magazines). 	<ul style="list-style-type: none"> • History of governmental policies to promote marketing. • Specific historical brand cases in Spain. • Sojourners, immigrant markets and immigrants as marketers. • Connections between marketing campaigns in Spain and former overseas territories. • Regionalism. • Tourism promotion of Spain inland and abroad. • History of tourism and development. • Consumer identities and typologies. • The gradual process of Americanisation. • The use of marketing with different purposes (educational, new energies acceptance, new policy acceptance, new products acceptance, new behaviours).
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Submissions Information:

Submissions are made using ScholarOne Manuscripts. Registration and access are available at: <http://mc.manuscriptcentral.com/jhrm>.

Author guidelines must be strictly followed. Please see: <https://www.emeraldgrouppublishing.com/journal/jhrm#author-guidelines>

Guest Editors:

- María Elena Aramendia-Muneta, Universidad Pública de Navarra, Spain, elena.aramendia@unavarra.es
- Felipe Ruiz-Moreno, Universidad de Alicante, Spain, felipe.ruiz@ua.es
- María Pilar Martínez-Ruiz, Universidad de Castilla-La Mancha, Spain, mariapilar.martinez@uclm.es

Key Deadlines:

Opening date: 23/01/2023

Closing date for manuscripts submission: 31/07/2023

Closing date for abstract submission: 31/03/2023

Email for submissions: elena.aramendia@unavarra.es

More information:

<https://www.emeraldgrouppublishing.com/calls-for-papers/marketing-history-spain>

Special Issue Journal of Contemporary Hospitality Management. “Immersive Technologies in Hospitality and Tourism ”.

The digitalization of society is paramount for economic competitiveness and societal well-being. The sanitary, economic and social crisis caused by the COVID-19 pandemic has accelerated the digital transformation of the hospitality and tourism industries (Vo-Thanh et al., 2022), which rely on new technologies to lay foundations to create new sustainable, competitive, innovative, responsible and inclusive business models. Immersive technologies are critical for the effective digitalization of hospitality and tourism. Since Milgram and Kishino (1994) developed the reality-virtuality continuum to classify different realities, Flavián et al. (2019) refined the continuum by suggesting the inclusion of pure mixed reality, where virtual objects fit perfectly with the physical world and reflect more accurately how technological developments set up the current digital-physical touchpoints. Immersive technologies such as Virtual Reality (VR), Augmented Reality (AR), Augmented Virtuality (AV) and Pure Mixed Reality (PMR), also known as XR technologies (Rauschnabel et al., 2022) are shaping new environments where real and digital objects are integrated at different levels, resulting in hybrid customer experiences.

Hospitality and tourism can benefit from Industry 4.0 technologies, given the intangible and experiential nature of the consumer experience (Tussyadiah et al., 2018). Immersive technologies have great potential to affect all the sub-dimensions of the experience during the entire customer journey (Flavián et al., 2019). Acting upon basic, conventional experiences, immersive technologies can generate supported experiences, either directly by assisting the customer on the same plane of reality, or indirectly by acting upon a different plane. In addition, empowered experiences involve the technology itself creating a new experience with a singular entity. This new experience can be related, or unrelated, to the customer's core experience. In related empowered experiences, the new experience created by the technology is closely related to what consumers experience and complements the user's core experience. In diverted empowered experiences, the technology itself creates a new experience not directly related to the users' core experience, but which does influence what they are experiencing. Although immersive technologies have great potential to enhance the guests' (consumers') experience, they also blur the lines between technology use and guest experience.

While the recent years have witnessed a tremendous growth in the development of immersive technologies, the definitive take-off in the end-consumer market has yet to take place. The lack of appealing content and satisfactory experiences, rather than the cost of acquiring the relevant equipment, are the main barriers to mass adoption (Statista, 2021). Academic research has mostly been conceptual, and empirical studies are still in their infancy. Furthermore, recent global crises have created an uncertain environment. There is an urgent need to understand how immersive technologies can help individuals cope with today's economic and social challenges, such as safety and security, avoiding crowded places, overtourism reactions and dealing with freedom-privacy trade-offs. These challenges may affect consumers' perceptions of the value they derive from their hospitality and tourism experiences.

This special issue aims to deepen our current understanding of the impact of immersive technologies on customer experiences, knowledge that can be used to generate valuable customer experiences. Studies should analyze customers' key motivations, perceptions, emotions, attitudes and behaviors related to the implementation of these technologies in hospitality and tourism. We are open to the application of different methods, including both qualitative and quantitative empirical research. Theoretical, conceptual and critical papers are also welcomed if they contribute to a better understanding of the implications of these innovative technologies for customers, services and society in general. A potential list of topics that merit exploration include, but are not limited to, the following:

<ul style="list-style-type: none"> • The challenges faced/opportunities offered by immersive technologies in creating new experiences that complement/replace conventional experiences. • Situational and personal factors that affect customers' preferences for pure or hybrid virtual-physical experiences. • Impact on consumer perceptions, intentions or behaviors of immersive technologies (alone or in combination) at different stages of the customer journey (pre-consumption, consumption, post-consumption). • Impact of immersive technologies (alone or in combination) on the different dimensions of the customer's perceived value and engagement. 	<ul style="list-style-type: none"> • Motivations for the use of immersive technologies, and analysis of adoption factors. • Cognitive, affective and behavioral responses towards immersive technologies. • Analysis of the social dimension (social presence, interactivity) in the use of immersive technologies. • Impact of immersive technologies on sensory stimulation and emotions. • Body-technology integration: embodiment, ergonomics, comfort, etc. • Positive and negative consequences of immersive technologies on customer experience. • Influence of immersive technologies on consumers' perceptions of risk, privacy, safety and trust. • Impact of immersive technologies on consumers' well-being.
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Submissions Information:

Prospective authors are strongly encouraged to contact the special issue editors regarding potential topics of interest or any questions/suggestions regarding the special issue to cflavian@unizar.es.

Abstracts (up to 1000 words) can be submitted directly to the guest editors via email airsi2023@gmail.com by **1 April 2023**. Abstracts must be concise and to the point, with appropriate references.

Full papers must be submitted by **30 September 2023** through ScholarOne Manuscripts, the online submission and peer review system.

Please select the correct issue to submit to: "Immersive Technologies in Hospitality and Tourism". Registration and access is available at: <http://mc.manuscriptcentral.com/ijchm> Author guidelines for IJCHM can be found at: http://www.emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=ijchm

Guest Editors:

- Prof. Carlos Flavián, University of Zaragoza, Spain (cflavian@unizar.es)
- Prof. Iis Tussyadiah, University of Surrey, United Kingdom (i.tussyadiah@surrey.ac.uk)

- Dr. Carlos Orús, University of Zaragoza, Spain (corus@unizar.es)

Timeline:

Abstracts submissions: 1 April 2023
 Abstract decisions: 30 April 2023
 FULL paper submissions: 30 September 2023
 Publication: Mid 2024

More information:

<https://www.emeraldgrouppublishing.com/calls-for-papers/immersive-technologies-hospitality-and-tourism>

Special Issue Journal of Service Management. “The Future of Work-Service Employee-(Ro)bot Collaboration”

Robots and other AI-based agents are likely to replace humans by overtaking various tasks of mechanical or analytical character. However, due to their high complementarity, the complexity of many service tasks and processes, and the foreseeable demand for specialized services provided directly by humans, service employees and (ro)bots are likely to work alongside and collaborate.

Previous research have primarily focused on the analysis of users’ perceptions of robots and their characteristics, as well as the comparison of the service provided by humans and (ro)bots. This special issue is intended to further advance this promising research line, but with a focus on collaboration between service employees and (ro)bots, the opportunities and synergies generated and their critical interdependences. It is expected that this collaboration will be established at several stages of the service process including service promotion or presentation, service delivery and service recovery. This cooperation and integration of activities between service employees and AI-based agents will improve the way customers are attracted, the guiding received throughout the customer journey and the final result achieved with the service delivered.

Topics of interest:

- Service employees and (ro)bots to attract and guide customers along the customer journey
- Characteristics of (ro)bot, service and consumer attended that encourage collaboration
- System approach of service (ro)bots
- Service employees and (ro)bots coordination in multiteam systems
- Employee perceptions and attributions of the objectives of robot incorporation
- (Ro)bots impact on service employees’ emotions and mental wellbeing, and mitigating adverse effects
- Service employees and (ro)bots interdependence of workflows, goals and authority
- Transparency and visibility of service employees and (ro)bots collaboration
- Automation paradox in frontline service settings
- The role of touch versus tech in the service delivery with (ro)bots
- Develop metrics for managing teamwork between service employees and (ro)bots
- The interaction of service employees and (ro)bots in non-scripted service settings
- Service employees and AI-based agents in non-physical service tasks, including communication, customer service and service recover

Submission:

- Abstract submission (1,000 words): 31 March <https://airsi.unizar.es/> (ARISI2023)
- Full paper: 1 October (JoSM platform)
- Publication: Vol. 35; 2024

Guest Editors:

- Werner Kunz (University of Massachusetts, Boston)
- Laszlo Sajtos (University of Auckland Business School)
- Carlos Flavián (University of Zaragoza)

**6º WORKSHOP ACEDE-MARKETING-ASOCIACIÓN INSIGHTS ANALYTICS
(enero-febrero 2023)**

Nueva edición del Workshop ONLINE organizado conjuntamente por Sección Marketing de Acede y Asociación Insights Analytics España: "**Nuevas orientaciones en investigación en marketing**".

El Workshop tendrá lugar los días 30 de enero y 1 de febrero en horario de 16:00 a 19:00hs.

Programa:

- ✓ **30 de enero.** Ponentes de empresas:
 - Luis Fernando Ruiz. Merkle España (16:00-17:30). "Retos en la investigación de mercados".
 - Marisa Carrión. Pernord Ricard (17:30-19:00). "La generación de Insights en productos de gran consumo".
- ✓ **1 de febrero.** Ponentes académicos:
 - Gianpaolo Vignali. Manchester Metropolitan University (16:00-17:30). "Investigating the impact of body shape on garment fit".
 - María Fuentes. Universidad Pablo Olavide (17:30-19:00). "El uso del eWom en el enfoque de segmentación no determinista wom".

Inscripción GRATUITA en: <https://forms.gle/wGzfmE8VhTxzy8DX6>

Se enviará certificado de asistencia a las personas que lo soliciten por email al finalizar el workshop.

Más información: <https://www.acede.org/es/evento/164>

NUEVO NÚMERO DE LA REVISTA EMARKETING NEWS



Os comunicamos que ya está disponible [el nº 40 de la revista EMKNews](#), del Consejo General de Economistas sobre Marketing del producto, que esperamos sea de vuestro interés.

Si quieres acceder a todos los números anteriores de la revista, puedes hacerlo desde [aquí](#).

Para quien desee participar con un artículo en próximos números, deberá enviar por correo electrónico a consejogeneral@economistas.org sus datos de contacto y sus temas de especialidad.

RECONOCIMIENTOS Y PREMIOS A LOS SOCIOS DE AEMARK

 Asociación Española
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Manuel Cuadrado García, profesor del Departamento de Comercialización e Investigación de Mercados de la Universitat de València, primer puesto en los Premios Educa-Abanca 2022 al Mejor Docente de España

Manuel Cuadrado García, profesor del Departamento de Comercialización e Investigación de Mercados de la Universitat de València, ha conseguido el primer puesto en los Premios Educa-Abanca 2022 al Mejor Docente de España en la categoría Universidad, unos galardones que se entregan el próximo mes de marzo en A Coruña.

Estos premios, conocidos como los Goya de la Educación, nacieron en 2016 cuando un grupo de profesores de diferentes etapas educativas pusieron en marcha un proyecto para premiar a los docentes que destacan por su buena práctica y mejorar así su visibilidad en la sociedad. Los mismos incluyen seis categorías: Infantil, Primaria, Secundaria-Bachiller, Formación Profesional, Educación no Formal y Universidad.

La calidad docente y la satisfacción del alumnado por las actividades innovadoras en el aula y la pasión e implicación mostradas, la investigación y transferencia de conocimiento, la proyección del docente en la sociedad a través de diferentes medios de comunicación, la formación y reciclaje de conocimientos, la transmisión de valores y la innovación y el uso de TICs en el proceso de enseñanza-aprendizaje son las dimensiones que se han tenido en cuenta para baremar cada una de las nominaciones.


Manuel Cuadrado García, doctor en Ciencias Económicas y Empresariales y Premio a la Excelencia Docente 2010 por la Universitat de València y la Conselleria de Educación de la Generalitat Valenciana, imparte docencia en diferentes titulaciones y centros. Una

docencia que desarrolla a través de proyectos de innovación educativa con finalidad social, inclusiva y solidaria. Los últimos han girado principalmente en torno a la identidad y la creatividad. Así, el curso pasado y desde la asignatura Marketing del Ocio del grado de Turismo organizó junto con el profesor David Bayona, y dentro de un proyecto de innovación educativa co-dirigido junto al profesor Juan D. Montoro, unas jornadas académico-profesionales con título Identidad, Creación y Gestión, para analizar quiénes somos a través de las artes. Un cortometraje, una exposición colectiva y un café en línea con artistas, fueron las actividades que tuvieron que gestionar sus estudiantes. El proyecto se desarrolló en colaboración con estudiantes de otras materias de la facultad, así como de otros centros nacionales y extranjeros. Además, en el grado de Administración y Dirección de Empresas coordinó un estudio de públicos del Teatro Olympia como proyecto docente de la materia Fundamentos de Investigación de Mercados en el grupo con docencia en inglés. Proyecto que este curso académico se desarrolla con el Centre del Carme Cultura Contemporània de Valencia.

Acceso a la noticia completa [aquí](#)



**TESIS DOCTORALES DIRIGIDAS /
DEFENDIDAS POR SOCIOS**

 Asociación Española
de Marketing
Académico y Profesional

Alberto Badenes Rocha, nuevo doctor de la Universitat de València

El pasado día 21 de diciembre tuvo lugar el acto de lectura y defensa de la Tesis Doctoral: “CSR Communication Through Social Media: A Neurophysiological and Self-Reported Perspective” de la que es autor D. Alberto Badenes Rocha de la Universitat de València y que ha sido dirigida por el Dr. Enrique Bigné y la Dra. Carla Ruiz Mafé, de la Universitat de València. El tribunal evaluador estuvo compuesto por el Dr. Joaquin Aldás Manzano de la Universitat de València (Presidente), la Dra. Ana Belén Casado Díaz de la Universidad de Alicante (Secretaria) y la Dra. Asunción Beerli Palacio de la Universidad de Las Palmas de Gran Canaria (Vocal).



REDES SOCIALES



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.org

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Si no desea recibir más publicidad conteste al e-mail marcando en el asunto la palabra **BAJA**.