

## Listado de trabajos candidatos al Premio AEMARK al Mejor Artículo de Investigación en Marketing (edición 2023, artículos publicados en 2022)

Artículos (en orden alfabético)	doi
Cambra-Fierro, J., Gao, L., Melero-Polo, I., & Patrício, L. (2022). Theories, constructs, and methodologies to study COVID-19 in the service industries, <i>The Service Industries Journal</i> , 42:7-8, 551-582.	<a href="https://doi.org/10.1080/02642069.2022.2060209">https://doi.org/10.1080/02642069.2022.2060209</a>
Casado-Aranda, L.-A., Sánchez-Fernández, J., & Ibáñez-Zapata, J.-Á. (2022). "It is all about our impulsiveness – How consumer impulsiveness modulates neural evaluation of hedonic and utilitarian banners". <i>Journal of Retailing and Consumer Services</i> , 67, 102997.	<a href="https://doi.org/10.1016/j.jretconser.2022.102997">https://doi.org/10.1016/j.jretconser.2022.102997</a>
Casado-Aranda, L.-A., Sánchez-Fernández, J., & Viedma-del-Jesús, M. I. (2022). "Neural Responses to Hedonic and Utilitarian Banner Ads: An fMRI Study". <i>Journal of Interactive Marketing</i> , 57(2), 296-322.	<a href="https://doi.org/10.1177/10949968221087259">https://doi.org/10.1177/10949968221087259</a>
Escario, J.J., Rodríguez-Sánchez, C., Valero-Gil, J., & Casaló, L.V. (2022). COVID-19 related policies: The role of environmental concern in understanding citizens' preferences. <i>Environmental Research</i> , 211, 113082.	<a href="https://doi.org/10.1016/j.envres.2022.113082">https://doi.org/10.1016/j.envres.2022.113082</a>
Flavián, C., Pérez-Rueda, A., Belanche, D., & Casaló, L.V. (2022). Intention to use analytical artificial intelligence (AI) in services – the effect of technology readiness and awareness. <i>Journal of Service Management</i> , 33(2), 293-320.	<a href="https://doi.org/10.1108/JOSM-10-2020-0378">https://doi.org/10.1108/JOSM-10-2020-0378</a>
Frías-Jamilena, D.M., Fernández-Ruano, M.L., & Polo-Peña, A.I. (2022). "Gamified environmental interpretation as a strategy for improving tourist behavior in support of sustainable tourism: The moderating role of psychological distance". <i>Tourism Management</i> , 91, 104519.	<a href="https://doi.org/10.1016/j.tourman.2022.104519">https://doi.org/10.1016/j.tourman.2022.104519</a>
Herzallah, D., Muñoz Leiva, F., & Liébana-Cabanillas, F. (2022). To buy or not to buy, that is the question: understanding the determinants of the urge to buy impulsively on Instagram Commerce. <i>Journal of Research in Interactive Marketing</i> , 16(4), 477-493.	<a href="https://doi.org/10.1108/JRIM-05-2021-0145">https://doi.org/10.1108/JRIM-05-2021-0145</a>
Ibáñez-Sánchez, S., Orús, C., & Flavián, C. (2022). Augmented reality filters on social media. Analyzing the drivers of playability based on uses and gratifications theory. <i>Psychology &amp; Marketing</i> , 39(3), 559-578	<a href="https://doi.org/10.1002/mar.21639">https://doi.org/10.1002/mar.21639</a>
Jiménez-Barreto, J., Rubio, N., Mura, P., Sthapit, E., & Campo, S. (2022). "“Ask google assistant where to travel” Tourists' interactive experiences with smart speakers: An assemblage theory approach". <i>Journal of Travel Research</i> , 62(4), 734–752.	<a href="https://doi.org/10.1177/00472875221094073">https://doi.org/10.1177/00472875221094073</a>
Liébana-Cabanillas, F., Muñoz-Leiva, F., Molinillo, S., & Higuera-Castillo, E. (2022). Do biometric payment systems work during the COVID-19 pandemic? Insights from the Spanish users' viewpoint. <i>Financial Innovation</i> , 8(1), 1-25.	<a href="https://doi.org/10.1186/s40854-021-00328-z">https://doi.org/10.1186/s40854-021-00328-z</a>
Liu, H., & Sese, F.J. (2022). "The impact of mobile app adoption on cross-buying: The moderating roles of product category characteristics and adoption timing". <i>Journal of Retailing</i> , 98(2), 241-259.	<a href="https://doi.org/10.1016/j.jretai.2021.02.002">https://doi.org/10.1016/j.jretai.2021.02.002</a>
López, M., Sicilia, M., & Verlegh, P. W. J. (2022). "How to motivate opinion leaders to spread e-WoM on social media: monetary vs non-monetary incentives". <i>Journal of Research in Interactive Marketing</i> , 16(1), 154-171.	<a href="https://doi.org/10.1108/JRIM-03-2020-0059">https://doi.org/10.1108/JRIM-03-2020-0059</a>
Minguez, A., & Sese, F.J. (2022). "Why do you want a relationship, anyway? Consent to receive marketing communications and donors' willingness to engage with nonprofits". <i>Journal of Business Research</i> , Volume 148, 356-367.	<a href="https://doi.org/10.1016/j.jbusres.2022.04.051">https://doi.org/10.1016/j.jbusres.2022.04.051</a>
Rojas-Lamorena, Á.J., Del Barrio-García, S., & Alcántara-Pilar, J.M. (2022). "A review of three decades of academic research on brand equity: A bibliometric approach using co-word analysis and bibliographic coupling". <i>Journal of Business Research</i> , 139, 1067-1083.	<a href="https://doi.org/10.1016/j.jbusres.2021.10.025">https://doi.org/10.1016/j.jbusres.2021.10.025</a>
Schepers, J., Belanche, D., Casaló, L.V., & Flavián, C. (2022). How smart should a service robot be?. <i>Journal of Service Research</i> , 25(4), 565-582.	<a href="https://doi.org/10.1177/10946705221107704">https://doi.org/10.1177/10946705221107704</a>