

Listado de trabajos candidatos al Premio AEMARK al Mejor Artículo de Investigación en Marketing (edición 2026, artículos publicados en 2025)

Artículos (en orden alfabético)	doi
Barta, S., Gurrea, R., & Flavián, C. (2025). Augmented reality experiences: Consumer-centered augmented reality framework and research agenda. <i>Psychology & Marketing</i> , 42(2), 634-650.	https://doi.org/10.1002/mar.22143
Belanche, D., Casaló, L.V., Flavián, M., & Loureiro, S.M.C. (2025). Benefit versus risk: a behavioral model for using robo-advisors. <i>The Service Industries Journal</i> , 45(1), 132-159.	https://doi.org/10.1080/02642069.2023.2176485
Belanche, D., Ibáñez-Sánchez, S., Jordán, P., & Matas, S. (2025). Customer reactions to generative AI vs. real images in high-involvement and hedonic services. <i>International Journal of Information Management</i> , 85, 102954.	https://doi.org/10.1016/j.ijinfomgt.2025.102954
Blanco-Moreno, S., Aydemir-Dev, M., Santos, C.R., & Bayram-Arli, N. (2025). Emerging sustainability themes in the hospitality sector: A bibliometric analysis. <i>European Research on Management and Business Economics</i> , 31(1), 100272.	https://doi.org/10.1016/j.iedeen.2025.100272
Blanco-Moreno, S., Santos, C.R., Bermúdez-González, G., & Alonso-González, R. (2025). Creating Brand Commitment and Brand Equity in International Food Companies Through Sustainability in European Countries. <i>Business Strategy and the Environment</i> , 34(8), 9878-9891.	https://doi.org/10.1002/bse.70117
Buil I., Catalán S., & Hernández-Ortega B. (2025). Building strong employer brands: the role of gamification. <i>Journal of Product & Brand Management</i> , 34(7), 1091-1410.	https://doi.org/10.1108/JPBM-07-2024-5349
Casaló, L.V., Millastre-Valencia, P., Belanche, D., & Flavián, C. (2025). Intelligence and humanness as key drivers of service value in Generative AI chatbots. <i>International Journal of Hospitality Management</i> , 128, 104130.	https://doi.org/10.1016/j.ijhm.2025.104130
Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., Villarreal De Silva, R., & García-Hence, Blanca. (2025). CSR's Impact on Fashion Consumer Behaviour: Unravelling the Nexus between Purchase Intention and Consumer Happiness. <i>Journal of Competitiveness</i> , 17(2), 129-151.	https://doi.org/10.7441/joc.2025.02.06
Cuesta-Valiño, P., Kazakov, S., Durán-Álamo, P., & Gutiérrez-Rodríguez, P. (2025). The role of AI as an unconventional salesperson in consumer buying decisions, satisfaction and happiness. <i>European Research on Management and Business Economics</i> , 31(2), 100278.	https://doi.org/10.1016/j.iedeen.2025.100278

Artículos (en orden alfabético)	doi
Gao, L.X., Melero-Polo, I., & Sesé, F.J. (2025). The role of customer experience dimensions in expanding customer–firm relationships: A customer expansion journey approach. <i>Journal of Retailing</i> , 101(3), 493-517.	https://doi.org/10.1016/j.jretai.2025.05.004
García-Carrión, B., Del Barrio-García, S., Muñoz-Leiva, F., & Porcu, L. (2025). Exploring destination positioning and message congruence in tourism management: An eye-tracking and fMRI study. <i>Tourism Management</i> , 108, 105111.	https://doi.org/10.1016/j.tourman.2024.105111
Herrada-Lores, S., Palazón, M., Iniesta-Bonillo, M.Á., & Estrella-Ramón, A. (2025). The communication of sustainability on social media: the role of dialogical communication. <i>Journal of Research in Interactive Marketing</i> , 19(2), 307-332.	https://doi.org/10.1108/JRIM-10-2023-0372
Lapresta-Romero, S., & Hernández-Ortega, B. (2025). Digital Content Marketing: A Systematic Literature Review and Research Agenda. <i>International Journal of Consumer Studies</i> , 49(6), e70122.	https://doi.org/10.1111/ijcs.70122
Liébana-Cabanillas, F., Ghazanfar, A.A., Higuera-Castillo, E., & Wagner, R. (2025). Press to pay: The power of biometrics in financial transactions investigated by PLS-SEM, fsQCA, and NCA. <i>Technological Forecasting and Social Change</i> , 221, 124365.	https://doi.org/10.1016/j.techfore.2025.124365
Marinao-Artigas, E., Barajas-Portas, K., & Valenzuela-Fernández, L. (2025). Antecedents of business tourist loyalty: the moderating role of familiarity and emotional and cognitive experiences. <i>Review of Managerial Science</i> , 19, 3297-3331.	https://doi.org/10.1007/s11846-025-00852-7
Martínez García de Leaniz, P., Herrero, Á., & García de los Salmones, M.M. (2025). Communicating Destination Social Responsibility Through Social Media: The Roles of Tourists' Social Engagement, Citizenship Behaviors, and Emotions. <i>Journal of Travel Research</i> , 64(4), 929-949.	https://doi.org/10.1177/00472875231225390
Oltra, I., Camarero, C., & San José, R. (2025). Agility in marketing teams: An analysis of factors influencing the entry decision into a trendy social network. <i>Journal of Business Research</i> , 187, 115054.	https://doi.org/10.1016/j.jbusres.2024.115054
Rodríguez-Sánchez, C., Sancho-Esper, F.M., Casaló, L.V., & López, M. (2025). Generative AI as a source of information on environmental Problems: Understanding its influence on Generation Z. <i>Technology in Society</i> , 83, 103036.	https://doi.org/10.1016/j.techsoc.2025.103036