



Estrella Díaz Sánchez

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Summary of CV

This section describes briefly a summary of your career in science, academic and research; the main scientific and technological achievements and goals in your line of research in the medium -and long- term. It also includes other important aspects or peculiarities.

Dr. Díaz is Associate Professor of Marketing at the UCLM and accredited as Full Professor in Social Sciences. She is a Full Member of the Young Academy of Spain and a member of the Global Young Academy. Dr. Díaz was the only representative from Spain in this selection of academics and the only member specialist in economics applied to tourism. Estrella Díaz has been chosen by the European Society for Opinion and Market Research as one of the 250 leading international experts in market research and business intelligence (only two Spaniards were chosen) and one of the most influential professionals in tourism in Spain. She has been a European expert in the Smart Tourism Destination project, funded by the European Commission. Previously, distinguished researcher and Marie Skłodowska-Curie Senior Global Fellow, leading a smart tourism project as principal investigator in The United States and Europe.

B.1. Breve descripción del Trabajo de Fin de Grado (TFG) y puntuación obtenida

As part of her teaching, Dr. Díaz has participated continuously and with full responsibility in various subjects related to the area of Marketing, participating in different official university cycles (Degree, Double Degree and Master's Degree). In addition, she has participated in a wide variety of Masters, teaching courses and seminars, obtaining outstanding evaluations and comments from students and from the Teaching Evaluation Commission of the UCLM. This experience demonstrates her knowledge of various subjects, her continuity and her responsibility in teaching.

Dr. Díaz has co-authored several teaching publications and has actively participated in conferences on teaching quality, courses on the use of new technologies in higher education and seminars on teaching planning. She has also participated in teaching innovation projects involving the use of collaborative tools and new technologies in Marketing. In parallel, the supervision of scientific papers has been an important element in his research career, as it allows academics to mentor new researchers and, at the same time, to learn from them.

Throughout her academic life, Dr. Díaz has directed 30 Bachelor's Degree Final Projects with grades of "B", "A" and "H". It is noteworthy that two of the Final Degree Projects directed by the applicant have obtained a Prize for the Best Final Degree Project at the University of Castilla-La Mancha. Many of the authorised students have obtained a brilliant professional career. Dr. Diaz has passed on her experience to children, young people and adults in different countries in management, research and teaching roles for more than sixteen years. In addition, she has been the first person to receive a Marie Skłodowska-Curie Global Fellowship in Castilla-La Mancha and one of the youngest women to be accredited for a position as University Professor. These aspects have intensified her leadership capacity. With her international research, teaching and management experience, Dr. Díaz is a reference for future generations of young people who want to lead projects and research in the field of Social Sciences. In this sense, Dr. Díaz is committed to fighting for the visibility of young researchers in the field of Social Sciences, contributing to the progress of science, technology and culture.



B.2. Breve descripción del Trabajo de Fin de Máster (TFM) y puntuación obtenida

An important aspect that the applicant has tried to convey is the promotion of a professional scientific career, within a higher education system that allows potential researchers to design, create, develop and undertake new and innovative projects, to work both in teams and independently and to seek solutions to the major problems of society in all areas.

The applicant has supervised a total of 9 Master's Final Projects with an average grade of B. Involvement with young people and helping others have been key elements in her career. In this sense, the supervision of doctoral theses is considered by the candidate as a fundamental activity to train young people in the field of research, always with an international perspective.

General quality indicators of scientific research

This section describes briefly the main quality indicators of scientific production (periods of research activity, experience in supervising doctoral theses, total citations, articles in journals of the first quartile, H index...). It also includes other important aspects or peculiarities.

Her research activity has 2 tranches recognized by the CNEAI (2008- 2015 and 2016-2021) and she has merits for a third research tranche. In January 2023 she has received the I3 Certificate of research awarded by the Ministry of Universities. She has more than 40 articles in top level publications. These scientific publications are completed with 1 book and 8 book chapters, published by Goodfellow Publisher Limited, ESIC editorial, Fundación Ramón Areces or The University of Queensland. Dr. Díaz's research career has focused on different lines linked to Economics and Marketing (consumer and business behaviour, distribution channels), nevertheless she stands out in the field of smart tourism, where she has developed different models for the use of smart technologies on consumers and tourism companies. The main contribution in this field is the development and measurement of a smart tourism ecosystem applied to European destinations. This pioneering system in Europe improves their competitiveness. The candidate collaborates through different projects as an expert in economics applied to the tourism sector with the University of Abu Dhabi (smart hotel), Pact for Skills in tourism within the European Commission, as well as with the Ministry of Portugal (smart tourism). The candidate collaborates on a permanent basis with renowned professors from United Kingdom, Italy, United States, South Korea and China. Dr. Díaz has been teaching and doing research stays at Bournemouth University (UK), The University of Richmond (USA), Università degli Studi di Firenze (Italy), San Diego State University (USA) and the European Travel Commission (Belgium). The quality of her activities is supported by 16 awards and distinctions. Dr. Díaz has participated in more than 60 national and international conferences organized by prestigious associations (American Marketing Association, Society for Marketing Advances or Academy of Marketing Science), is a member of several scientific cooperation networks (e.g. ADU Global Engagement Program), member of 11 scientific and/or professional societies, reviewer in more than a dozen first level publications (JCR) and invited speaker in several seminars in foreign universities. She is a member of scientific societies, a reviewer in more than a dozen top-level publications and an invited speaker at several events. The candidate is an international consultant on smart tourism, collaborating as an expert evaluator at the State Research Agency. Concurrently, through her association as a partner in Science in Parliament and her collaboration with the International Science Council, she carries out different activities of scientific advice and diplomacy.



Estrella Díaz Sánchez

Surname(s): **Díaz Sánchez**
 Name: **Estrella**
 ORCID: **0000-0002-3380-5847**
 ScopusID: **55439951200**
 ResearcherID: **E-9079-2015**
 Publons: **<https://publons.com/dashboard/summary/>**
 Contact aut. region/reg.: **Castile-La Mancha**
 Personal web page: **<https://estrelladiaz.com/en/home>**

Current professional situation

1 **Employing entity:** University of Castilla-La Mancha **Type of entity:** University
Department: Law and Social Sciences School
Professional category: Director of the University Chair "Tierra de Gigantes"
Start date: 2023
Type of contract: Temporary **Dedication regime:** Part time

2 **Employing entity:** University of Castilla-La Mancha **Type of entity:** University
Department: Law and Social Sciences School
Professional category: Associate Professor of Marketing (Full Professor Accreditation)
City employing entity: Ciudad Real, Castile-La Mancha, Spain
Phone: (+34) 635271109 **Email:** Estrella.Diaz@uclm.es
Start date: 01/07/2022
Type of contract: Civil servant **Dedication regime:** Full time
Tertiary (UNESCO code): 531105 - Marketing
Identify key words: Use of the new technologies; Tourism studies; Marketing

3 **Employing entity:** European Commission
Professional category: Expert in smart tourism and data analytics
Start date: 01/02/2022
Type of contract: Temporary employment contract
Performed tasks: Elaborar una serie de informes y documentos para la Comisión Europea en temas vinculados a la gestión de datos en turismo inteligente. Asesorar y marcar la hoja de ruta a una serie de destinos europeos que tienen el objetivo de ser destinos turísticos inteligentes.

Previous positions and activities

	Employing entity	Professional category	Start date
1	University of Castilla-La Mancha	Distinguished researcher	01/07/2019
2	University of Castilla-La Mancha	Associate Professor	25/07/2019

	Employing entity	Professional category	Start date
3	University of Castilla-La Mancha	Associate Professor (non-tenure track position)	21/06/2016
4	University of Castilla-La Mancha	Associate professor (non-tenure track position)	21/01/2016
5	University of Castilla-La Mancha	Assistant Professor	27/11/2012
6	University of Castilla-La Mancha	Assistant Professor	18/12/2009
7	University of Castilla-La Mancha	Lecturer	09/01/2008
8	Academy Spain	Teacher	01/10/2007
9	University of Castilla-La Mancha	Researcher-PhD student	01/06/2005
10	Ciudad Real Association of Commercial Agents	Teacher	01/09/2005
11	Quality System Spain	Consultant	01/04/2005
12	Educational Training Centre	Administrative officer	01/07/2003

- 1** **Employing entity:** University of Castilla-La Mancha
Professional category: Distinguished researcher
Start-End date: 01/07/2019 - 01/01/2022
- 2** **Employing entity:** University of Castilla-La Mancha
Professional category: Associate Professor
Start-End date: 25/07/2019 - 25/07/2019
- 3** **Employing entity:** University of Castilla-La Mancha
Professional category: Associate Professor (non-tenure track position)
Start-End date: 21/06/2016 - 01/07/2019
- 4** **Employing entity:** University of Castilla-La Mancha
Professional category: Associate professor (non-tenure track position)
Start-End date: 21/01/2016 - 20/06/2016
- 5** **Employing entity:** University of Castilla-La Mancha
Professional category: Assistant Professor
Start-End date: 27/11/2012 - 20/01/2016
- 6** **Employing entity:** University of Castilla-La Mancha
Professional category: Assistant Professor
Start-End date: 18/12/2009 - 26/11/2012
- 7** **Employing entity:** University of Castilla-La Mancha
Professional category: Lecturer
Start-End date: 09/01/2008 - 17/12/2009
- 8** **Employing entity:** Academy Spain
Professional category: Teacher
Start-End date: 01/10/2007 - 31/12/2007
- 9** **Employing entity:** University of Castilla-La Mancha
Professional category: Researcher-PhD student
Start-End date: 01/06/2005 - 30/12/2007



- 10** **Employing entity:** Ciudad Real Association of Commercial Agents
Professional category: Teacher
Start-End date: 01/09/2005 - 22/12/2006
- 11** **Employing entity:** Quality System Spain
Professional category: Consultant
Start-End date: 01/04/2005 - 01/06/2005
- 12** **Employing entity:** Educational Training Centre
Professional category: Administrative officer
Start-End date: 01/07/2003 - 01/09/2003

Summary of professional activity

Dr. Díaz is a leading researcher in the field of smart tourism marketing. She works as a Professor of Marketing at the University of Castilla-La Mancha (UCLM), accredited as a Full Professor since 2020. For almost 20 years she has been focused on teaching and research in economics applied to marketing, new technologies and tourism, but since 2015, the researcher has stood out for her contributions and contributions to improve user experiences, consumer behavior, and the application of analysis and tools to examine the user experience.

Estrella Díaz has been elected by the European Society for Opinion and Market Research (ESOMAR) as one of the 250 pioneering professionals and leading international experts in the field of market research and business intelligence (only two Spaniards were elected). Dr. Díaz is a Full Member of the Young Academy of Spain and in 2023 she has joined as a new member of the Global Young Academy (GYA). She has recently been included again in the list of the 150 most influential people in marketing applied to the tourism industry. As part of her research, she has published more than 40 articles in leading international journals, has been awarded the I3 research certificate by the Spanish Ministry of Universities and has participated in more than 60 national and international conferences. Estrella Díaz is a member of many scientific and/or professional societies and committees. The quality of her research has been endorsed by 16 awards and distinctions.



Education

University education

1st and 2nd cycle studies and pre-Bologna degrees

University degree: Higher degree

Name of qualification: Bachelor's Degree in Business Administration and Management

Degree awarding entity: University of Castilla-La Mancha

Date of qualification: 2004

Doctorates

Doctorate programme: PhD in Business Strategy and Marketing

Degree awarding entity: University of Castilla-La Mancha

Date of degree: 2012

Other postgraduate university studies

- 1 Postgraduate qualification:** Management of Smart Tourism Destinations
Degree awarding entity: University Nebrija of Madrid
Date of qualification: 2021
- 2 Postgraduate qualification:** Expert in International Commerce
Degree awarding entity: Chamber of Commerce of Ciudad Real
Date of qualification: 2017
- 3 Postgraduate qualification:** Specialist in Cultural Tourism
Degree awarding entity: University of Castilla-La Mancha
Date of qualification: 2006
- 4 Postgraduate qualification:** Master in Business Administration (MBA) and Human Resources
Degree awarding entity: University of Castilla-La Mancha
Date of qualification: 2005

Specialised, lifelong, technical, professional and refresher training (other than formal academic and healthcare studies)

- 1 Training title:** Data management and governance training
Awarding entity: University of Castilla-La Mancha **Type of entity:** University
End date: 2024



- 2 Training title:** La divulgación científica en las aulas, en la calle y en las instituciones
Awarding entity: Laniakea
End date: 2024 **Duration in hours:** 100 hours
- 3 Training title:** Science communication
Awarding entity: Sience in the Parliament
End date: 2024
- 4 Training title:** Certification European Science Diplomacy
Awarding entity: S4D4C-EU-Science Diplomacy
End date: 2020
- 5 Training title:** Certification in Hotel Industry Analytics
Awarding entity: American Hotel & Lodging Educational Institute
End date: 2020
- 6 Training title:** Online Marketing
Awarding entity: Fundación UNED
End date: 2018
- 7 Training title:** Community Management
Awarding entity: Fundación UNED
End date: 2014

Language skills

Language	Listening skills	Reading skills	Spoken interaction	Speaking skills	Writing skills
French	A1	A1	A1	A1	A1
Italian	B1	B1	B1	B1	B1
English	C1	C1	C1	C1	C1

Teaching experience

General teaching experience

- 1 Name of the course:** Online Marketing
University degree: Master in Business Strategy and Marketing
Start date: 2013 **End date:** 2024
Entity: University of Castilla-La Mancha
- 2 Name of the course:** Marketing
University degree: Bachelor's Degree in Business Administration
Start date: 2011 **End date:** 2024
Entity: University of Castilla-La Mancha



- 3** **Name of the course:** Marketing
University degree: Bachelor's Degree in Business Management
Start date: 2010 **End date:** 2024
Entity: University of Castilla-La Mancha
- 4** **Name of the course:** Distribution Channels
University degree: Bachelor's Degree in Business Management
Start date: 2007 **End date:** 2024
Entity: University of Castilla-La Mancha
- 5** **Name of the course:** Marketing research
University degree: Bachelor's Degree in Business Management
Start date: 2007 **End date:** 2024
Entity: University of Castilla-La Mancha
- 6** **Name of the course:** Principles of Marketing
University degree: Bachelor's Degree in Business Management
Start date: 2006 **End date:** 2024
Entity: Universidad of Castilla-La Mancha
- 7** **Name of the course:** Online marketing
University degree: Master in International Commerce
Start date: 2017 **End date:** 2019
Entity: University of Castilla-La Mancha
- 8** **Name of the course:** Marketing Plan
University degree: Master in Entrepreneurship
Start date: 2014 **End date:** 2019
Entity: University of Castilla-La Mancha
Faculty, institute or centre: School of Law and Social Sciences
- 9** **Name of the course:** Economía
University degree: University Program José Saramago
Start date: 2008 **End date:** 2019
Entity: University of Castilla-La Mancha
- 10** **Name of the course:** International Marketing
University degree: Postgraduate Course of International Marketing
Start date: 2017 **End date:** 2018
Entity: University of Castilla-La Mancha
- 11** **Name of the course:** Brand and Product Management
University degree: Postgraduate Course of International Marketing
Start date: 2016 **End date:** 2018
Entity: University of Castilla-La Mancha
- 12** **Name of the course:** Online communication
University degree: Postgraduate Course of International Marketing
Start date: 2016 **End date:** 2018
Entity: University of Castilla-La Mancha



- 13** **Name of the course:** Online Marketing
University degree: Postgraduate Course of Health Marketing
Start date: 2015 **End date:** 2016
Entity: University of Castilla-La Mancha
- 14** **Name of the course:** Marketing Mix
University degree: Master of International Commerce
Start date: 2014 **End date:** 2015
Entity: University of Castilla-La Mancha
- 15** **Name of the course:** Tourism Marketing
University degree: Postgraduate Course of Natural and Cultural Heritage
Start date: 2014 **End date:** 2015
Entity: University of Castilla-La Mancha

Experience supervising doctoral thesis and/or final year projects

- 1** **Project title:** Smart Hotel Technologies: How tech is revolutionizing travel in Middle East and Europe (Doctoral Thesis)
Type of project: Doctoral thesis
Entity: University of Castilla-La Mancha **Type of entity:** University
Student: Hamza Nawafleh
Date of reading: 2023
- 2** **Project title:** METOS IBERIA Digital Marketing Plan
Entity: University of Castilla-La Mancha
Student: María Pilar Ruiz
Date of reading: 2023
- 3** **Project title:** Social commerce: What factors influence purchase intention on social media platforms?
Entity: University of Castilla-La Mancha
Student: Aroa Muñoz
Date of reading: 2023
- 4** **Project title:** Marketing Plan of Alitchna
Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Luis Martín de Eugenio Flores
Date of reading: 2021
- 5** **Project title:** Uso de medios sociales, ¿cómo influye su uso en la co-creación de valor, lealtad a la marca e intención de compra?
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Inmaculada Pacheco Santillana
Obtained qualification: Notable
Date of reading: 2019



- 6** **Project title:** Plan de Marketing de la casa rural El Prado
Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Alba López Cepeda
Obtained qualification: Notable
Date of reading: 2019
- 7** **Project title:** Análisis de medios sociales en destinos turísticos inteligentes
Type of project: Trabajo Fin de Máster
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Inés Prieto Ibáñez
Obtained qualification: Notable
Date of reading: 2019
- 8** **Project title:** Análisis de los medios sociales por parte de agencias de viaje tradicionales y online
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Tamara Ruiz Muñoz
Obtained qualification: Notable
Date of reading: 2018
- 9** **Project title:** La digitalización del sector financiero: impacto y repercusión sobre los consumidores
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Rebeca Grano de Oro González
Obtained qualification: Sobresaliente
Date of reading: 2018
- 10** **Project title:** Publicidad social y violencia de género
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha
Student: Sandra Gómez-Caraballo Muñoz de Morales
Obtained qualification: Sobresaliente
Date of reading: 2018
- 11** **Project title:** Calidad del servicio, lealtad y uso de cupones online en restaurantes de comida rápida (Doctoral thesis)
Type of project: Doctoral thesis
Co-director of thesis: David Martín-Consuegra Navarro
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Rocío Carranza Vallejo
Obtained qualification: Sobresaliente Cum Laude
Date of reading: 2018
Date of award: 2018
- 12** **Project title:** Confianza de los usuarios hacia la plataforma online Tripadvisor
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Celia Cabañas Martínez
Obtained qualification: Sobresaliente
Date of reading: 2017



- 13** **Project title:** Tipos de marca y la familiaridad de la marca. Influencia en el comportamiento del consumidor
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: María del Carmen Calle Herráiz
Obtained qualification: Notable
Date of reading: 2017
- 14** **Project title:** Turismo sostenible: comportamiento del consumidor en espacios naturales
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Elena Ruiz González
Obtained qualification: Sobresaliente
Date of reading: 2017
- 15** **Project title:** Uso de redes sociales en las principales cadenas hoteleras españolas
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: María Dolores Bellón Talavera
Obtained qualification: Sobresaliente
Date of reading: 2017
- 16** **Project title:** Paradores. Plan estratégico de Marketing
Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Miguel Ángel Villaseñor González
Date of reading: 2017
- 17** **Project title:** Patrocinio deportivo en los eventos deportivos de pádel: ¿cómo repercute en el valor de la marca?
Type of project: Trabajo Fin de Máster
Entity: Universidad de Castilla-La Mancha
Student: Alberto Acero Naranjo
Obtained qualification: Notable
Date of reading: 2017
- 18** **Project title:** Análisis de la comunicación online en el ámbito político, ¿están los principales partidos políticos adaptados a las nuevas tecnologías?
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Eduardo Moraga Vera
Obtained qualification: Notable
Date of reading: 2016
- 19** **Project title:** Desarrollo de un plan de marketing para la asociación Ahire
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Carmen Rivas Romero
Date of reading: 2016



- 20** **Project title:** La influencia del eWOM en los servicios de restauración
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Ana Delgado-Corredor Sánchez-Miguel
Obtained qualification: Notable
Date of reading: 2016
- 21** **Project title:** Patrocinio deportivo
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Javier Moya Córdoba
Obtained qualification: Notable
Date of reading: 2016
- 22** **Project title:** “This is running” A marketing approach to the use of running mobile applications.
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Almudena Culebras García
Obtained qualification: Sobresaliente
Date of reading: 2016
- 23** **Project title:** Calidad web: ¿es un elemento importante para usuarios de servicios turísticos?
Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Mario Prieto Romero
Date of reading: 2016
- 24** **Project title:** Publicidad en dispositivos móviles
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Cristina Fernández Culebra
Obtained qualification: Sobresaliente
Date of reading: 2015
- 25** **Project title:** Publicidad racional, publicidad emocional y marca
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Sheila Cortés Maldonado
Obtained qualification: Notable
Date of reading: 2015
- 26** **Project title:** Turismo inducido por las series de televisión: ¿impactan sobre los consumidores?
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Javier García Fernández
Obtained qualification: Notable
Date of reading: 2015
- 27** **Project title:** ¿Cómo es la calidad percibida de las agencias de viajes online?
Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University



Student: Miriam Manzano Carrero
Obtained qualification: Notable
Date of reading: 2015

28 Project title: ¿Qué factores afectan a la compra por impulso?

Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Javier Bote Vázquez
Obtained qualification: Notable
Date of reading: 2015

29 Project title: ¿Influye el uso de e-CRM en los empleados de organizaciones turísticas?

Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Verónica Luchena Cabrera
Obtained qualification: Notable
Date of reading: 2015

30 Project title: Análisis del consumidor online, ¿qué factores influyen en su compra?

Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Elisabet Pérez-Pedrero Rodríguez-Peral
Obtained qualification: Notable
Date of reading: 2014

31 Project title: Comunicación online en el sector de la moda

Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Marta Martín-Consuegra Loro
Obtained qualification: Notable
Date of reading: 2014

32 Project title: Impacto de los celebrities en la calidad percibida, lealtad y recomendación de marca: Aplicación a marcas deportivas

Type of project: End of course project
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Javier Carramolino Arias
Obtained qualification: Notable
Date of reading: 2014

33 Project title: Plan de internacionalización de la empresa New Fragrance

Type of project: Trabajo Fin de Master
Entity: Universidad de Castilla-La Mancha **Type of entity:** University
Student: Eva Martínez Pérez
Obtained qualification: Notable
Date of reading: 2014



Materials and other teaching or educational publications.

Estrella Díaz Sánchez; David Martín Consuegra. Sistemas de Información para la Toma de Decisiones Comerciales, Máster en Dirección Comercial y Ventas. UNIR.

Name of the materials: Sistemas de Información para la Toma de Decisiones Comerciales

Date of drafting: 2018

Format: Notes

Participation in innovative teaching projects

- 1 Project title:** Horizontal and Vertical Coordination in the Master in Strategy and Marketing of the Company
Type of participation: Team member
Funding entity: University of Castilla-La Mancha
Start-End date: 2017 - 2019 **Duration:** 2 years
- 2 Project title:** Coordination of training in transversal competencies in the Bachelor's Degree in Business Administration and Management.
Type of participation: Team member
Funding entity: University of Castilla-La Mancha
Start-End date: 2015 - 2016
- 3 Project title:** Teaching Coordination in the Bachelor's Degree in Business Administration and Management
Type of participation: Team member
Funding entity: University of Castilla-La Mancha
Start-End date: 2015 - 2016
- 4 Project title:** Teaching coordination in the Master in Strategy and Marketing of the Company
Type of participation: Team member
Funding entity: University of Castilla-La Mancha
Start-End date: 2015 - 2016
- 5 Project title:** Using online simulation in specialist seminars: Marketing management in SimBrand
Type of participation: Principal investigator
Funding entity: University of Castilla-La Mancha
Start-End date: 2013 - 2014 **Duration:** 1 year

Other teaching merits

Over the years, I have taught in various postgraduate programs at the University of Florence in Italy. In the coming months, I will begin a postgraduate teaching collaboration with the University of Pforzheim in Germany. I am an Academic Vowel of the Committee on Social and Legal Sciences 2 of Bachelor's and Master's Degrees of the National Agency for Quality Assessment and Accreditation (Agencia Nacional de Evaluación de la Calidad y Acreditación). I have supervised two international Doctoral Thesis and I am in process of supervising a multidisciplinary and international Doctoral Thesis.



Plurality, interdisciplinarity and teaching complexity

For nearly 20 years, I have been passionately engaged in teaching both graduate and undergraduate students, including those with disabilities. My commitment to inclusive education has allowed me to develop and implement effective teaching strategies that cater to diverse learning needs, fostering an engaging and supportive classroom environment. I take pride in empowering students to think critically and apply marketing theories to real-world scenarios, preparing them to excel in today's dynamic and competitive marketplace. I have teaching a range of subjects, including consumer behavior, principles of marketing, Communication, marketing research, and online marketing, among others.

My academic background has been enriched by numerous research and teaching engagements across Europe and the United States, including extended stays in Italy, the United Kingdom, Belgium, and the U.S. These international experiences have broadened my perspective and enabled me to incorporate global insights into my curriculum and research endeavors. They have also facilitated valuable collaborations with leading scholars and institutions, enhancing the depth and impact of my work.

Holding a bachelor's degree in Business Administration, I have successfully combined my strong foundation in project management and digital communications with my academic pursuits. As a Professor of Marketing and lecturer in Online Marketing, I have effectively managed complex projects and collaborated with diverse, multidisciplinary teams. My proficiency in English, Italian, French, and Spanish has further enabled me to engage with a wide range of stakeholders and contribute to international discourse in the field of marketing.

Scientific and technological experience

Research and development groups/teams

Name of the group: Marketing research
Aims of the group: Marketing Research
Type of collaboration: Co-authorship of projects and their development
Affiliation entity: University of Castilla-La Mancha
Start date: 2015

Scientific or technological activities

R&D projects funded through competitive calls of public or private entities

- 1 Name of the project:** The impact of the current economic situation on consumer confidence in Castilla-La Mancha
Entity where project took place: Government of Castilla-La Mancha
N° of researchers: 10
Start-End date: 2024 - 2025
- 2 Name of the project:** Acceptance and implementation of intelligent marketing instruments (IMI) in the Spanish Tourism System
Entity where project took place: Spanish MINECO-SEGITTUR



Nº of researchers: 16
Start-End date: 2023 - 2025
Total amount: 150.000 €

3 Name of the project: Smart hotel
Entity where project took place: Abu Dhabi University
Nº of researchers: 3
Start-End date: 2023 - 2025
Total amount: 12,5 €

4 Name of the project: Smart tourism challenges: The effects of digital revolution on consumer experience and business competitiveness
Type of project: Demonstration, pilot projects, conceptual formulations and design of processes and services
Geographical area: European Union
Degree of contribution: Scientific coordinator
Entity where project took place: San Diego State University
Type of entity: University
City of entity: San Diego, United States of America
Name principal investigator (PI, Co-PI....): Estrella Díaz
Nº of researchers: 3
Funding entity or bodies: Comisión Europea
Type of entity: Organismo Europeo
Type of participation: Principal investigator
Name of the programme: Marie Curie
Start-End date: 01/07/2019 - 30/06/2022
Duration: 3 years
Total amount: 257.191 €
Sub-project amount: 257.191 €
Dedication regime: Full time
Applicant's contribution: Entidad financiadora: Comisión Europea. Importe: 257,191.20€. Investigador principal

5 Name of the project: Tourism habits in Castilla-La Mancha
Entity where project took place: University of Castilla-La Mancha
Name principal investigator (PI, Co-PI....): Mar Gómez
Nº of researchers: 4
Funding entity or bodies: Tourism Authority of Castilla-La Mancha
Type of participation: Team member
Start-End date: 01/06/2018 - 31/01/2019
Duration: 1 year

6 Name of the project: Research and modelling in Marketing
Entity where project took place: University of Castilla-La Mancha
Name principal investigator (PI, Co-PI....): Arturo Molina
Nº of researchers: 14
Type of participation: Team member
Start-End date: 01/01/2017 - 31/12/2017

7 Name of the project: Analysis of social networks as a communication strategy by organizations in Castilla-La Mancha
Entity where project took place: University of Castilla-La Mancha



Name principal investigator (PI, Co-PI....): Estrella Díaz

Nº of researchers: 1

Funding entity or bodies:

Cortes de Castilla-La Mancha

Type of entity: Organismo Regional

Type of participation: Principal investigator

Start-End date: 01/01/2015 - 01/01/2017

Duration: 2 years

Total amount: 6.000 €

- 8** **Name of the project:** Research and modelling in Marketing
Entity where project took place: University of Castilla-La Mancha
Name principal investigator (PI, Co-PI....): Arturo Molina
Nº of researchers: 14
Type of participation: Team member
Start-End date: 19/01/2016 - 31/12/2016
- 9** **Name of the project:** Research and modelling in Marketing
Entity where project took place: University of Castilla-La Mancha
Name principal investigator (PI, Co-PI....): Arturo Molina
Nº of researchers: 14
Type of participation: Team member
Start-End date: 19/01/2015 - 31/12/2015
- 10** **Name of the project:** Determining factors in the effectiveness of mobile phone promotion
Entity where project took place: University of Castilla-La Mancha
Nº of researchers: 3
Type of participation: Team member
Start-End date: 01/01/2011 - 31/12/2011
- 11** **Name of the project:** Influence of cannibalization on factors determining poor service provision
Entity where project took place: University of Castilla-La Mancha
Nº of researchers: 3
Type of participation: Principal investigator
Start-End date: 01/01/2010 - 31/12/2011
Applicant's contribution: Influencia de la canibalización sobre factores determinantes de la mala prestación del servicio (English translation: Influence of cannibalization on factors determining poor service provision). Code: AT20101823. Funding: Vice- Chancellor's Office of Research of the University of Castilla-La Mancha. Conducted by a research team from the University of Castilla-La Mancha. Position: Main researcher.
- 12** **Name of the project:** Evaluation of the effectiveness of web pages: analysis of content applied to rural tourism
Entity where project took place: University of Castilla-La Mancha
Nº of researchers: 3
Type of participation: Team member
Start-End date: 01/01/2010 - 31/12/2010
Applicant's contribution: Evaluación de la eficacia de páginas web: análisis de contenido aplicado al turismo rural
- 13** **Name of the project:** Influence of the duality of sales channels on the factors determining poor service provision
Entity where project took place: University of Castilla-La Mancha
Nº of researchers: 3



Type of participation: Team member

Start-End date: 01/01/2009 - 31/12/2009

Applicant's contribution: Influencia de la dualidad de canales de venta en los factores determinantes de la mala prestación del servicio (English translation: Influence of the duality of sales channels on the factors determining poor service provision). Code: HU20091068. Funding: Vice-Chancellor's Office of Research of the University of Castilla-La Mancha. Conducted by a research team from the University of Castilla-La Mancha. Position: Member of the research team.

14 Name of the project: Effects of recovery strategies from failed service delivery on consumer satisfaction

Entity where project took place: University of Castilla-La Mancha

Nº of researchers: 3

Start-End date: 01/01/2008 - 31/12/2008

15 Name of the project: University-Business Chair "Land of Giants".

Entity where project took place: University of Castilla-La Mancha

City of entity: Ciudad Real,

Name principal investigator (PI, Co-PI....): Estrella Diaz Sanchez; Angel Millan Campos

Nº of researchers: 2

Start date: 21/03/2023

16 Name of the project: Smart Tourism Destinations

Entity where project took place: European Commission

City of entity: Brussels, Belgium

Nº of researchers: 10

Start date: 01/02/2022

Total amount: 30 €

R&D non-competitive contracts, agreements or projects with public or private entities

1 Name of the project: Trust in Science

Nº of researchers: 4

Funding entity or bodies:

Global Young Academy

Start date: 2023

2 Name of the project: Tourism habits in Castilla-La Mancha

Funding entity or bodies:

Tourism Authority of Castilla-La Mancha

Start date: 01/06/2018

3 Name of the project: Development and Maintenance of the Tourism Research System of Castilla-La Mancha

Degree of contribution: Researcher

Nº of researchers: 14

Funding entity or bodies:

Tourism Authority of Castilla-La Mancha

Start date: 01/01/2009

Duration: 2 years

Total amount: 473.823 €



- 4** **Name of the project:** Maintenance of the Tourism Research System of Castilla-La Mancha
Degree of contribution: Researcher
N° of researchers: 14
Funding entity or bodies:
Tourism Authority of Castilla-La Mancha
Start date: 31/12/2007 **Duration:** 2 years
Total amount: 200.000 €
- 5** **Name of the project:** Analysis of retail trade in Ciudad Real
Degree of contribution: Researcher
N° of researchers: 4
Funding entity or bodies:
Ciudad Real council
Start date: 01/12/2007 **Duration:** 10 months
- 6** **Name of the project:** Demographic and socioeconomic study of the area of influence of the Puerta de Toledo shopping and leisure center
Degree of contribution: Researcher
N° of researchers: 6
Funding entity or bodies:
Real de Olias S.A. **Type of entity:** Business
Start date: 20/01/2007 **Duration:** 3 months
- 7** **Name of the project:** Study of shopping behavior: The consumer profile of the Puerta de Toledo shopping and leisure center.
Degree of contribution: Researcher
N° of researchers: 6
Funding entity or bodies:
Real de Olias S.A. **Type of entity:** Business
Start date: 15/01/2007 **Duration:** 6 months

Results

Industrial and intellectual property

Title registered industrial property: Smart hotel certification
Entity holder of rights: Registro de la Propiedad Intelectual
N° of application: 00765-01676815
Country of inscription: Spain
Date of register: 2024

Transferencia e intercambio de conocimiento

Within her academic and research career, another fundamental element that she has always tried to keep in mind is the relationship between academia, business and society. Dr. Díaz has participated in 16 research projects at European, national and regional level. Among the funded projects, 2 stand out where the candidate played the role of principal investigator: 1) a regional project funded by the Castilla-La Mancha Parliament in collaboration with the UCLM (duration of 2 years). This project offered the candidate independence as a researcher, as well as enhancing her planning and organisational skills, very important attributes in the academic field, and; 2) a European project within the Marie Curie Excellent Science actions of Horizon 2020 (duration of 3 years). This research is pioneering in the field of Social Sciences, incorporating a combination of disciplines of great relevance today, such as smart technologies, tourism, SMEs, consumers and society. One of the main objectives of this project was to improve the competitiveness of small and medium-sized tourism enterprises (SMEs) and, consequently, the well-being of society at an international level. The transfer actions towards society have been very important for the candidate. Thus, Dr. Díaz has participated in 6 important collaboration and advisory agreements with various institutions and organisations. Among these agreements, the participation in the maintenance of the Castilla La Mancha Tourism Research System (SITdCLM) stands out. In this collaboration with organisations and institutions, the quality of the transfer of its results to the productive sector through various reports to companies and organisations stands out. In addition, it has collaborated in the publication of a series of tourism bulletins (18 in total) issued quarterly within Turismo de Castilla-La Mancha. Finally, it is necessary to highlight the continuous work of the applicant through different programmes financed by the European Commission with the aim of bringing the results of its research and innovation to Spanish, European and international companies, residents and society in general.

Scientific and technological activities

Scientific production

- 1** **H index:** 35
Date of application: 2024
Source of H-Index: GOOGLE SCHOLAR
- 2** **H index:** 16
Date of application: 2024
Source of H-Index: SCOPUS

Publications, scientific and technical documents

- 1** Estrella Diaz; Águeda Esteban; Christina Koutra; Sofia Almeida; Rocío Carranza. Co-creation of value in smart ecosystems: Past trends and future directions in tourism literature. Journal of Hospitality and Tourism Technology. Emerald, 2023.
Type of production: Scientific paper
Format: Journal
Corresponding author: Yes



- 2** Rocio Carranza; Lamberto Zollo; Estrella Diaz; Monica Faraoni. Solving the luxury fashion and sustainable development “oxymoron”: A cross!cultural analysis of green luxury consumption enablers and disablers. Business Strategy and the Environment. 32 - 4, pp. 2399 - 2419. Wiley, 2023.
Type of production: Scientific paper **Format:** Journal
- 3** Estrella Díaz; Águeda Esteban; Rocío Carranza; David Martín-Consuegra. Digital Tools and Smart Technologies in Marketing: A Thematic Evolution. International Marketing Review (ABDC: A; JCR: Q2; ABS: 3). Emerald, 2022.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Business
Impact index in year of publication: 5,326 **Journal in the top 25%:** No
Position of publication: 53 **No. of journals in the cat.:** 153
Relevant results: JCR
- 4** Carlos Sánchez-Camacho; David Martín-Consuegra; Rocío Carranza; Estrella Díaz. Evolution, trends and future research lines in CSR and tourism: a bibliometric analysis and science mapping. Sustainable Development (JCR: Q1). 30 - 3, pp. 462 - 476. Wiley, 2022.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Development Studies
Impact index in year of publication: 6,159 **Journal in the top 25%:** Yes
Position of publication: 4 **No. of journals in the cat.:** 42
Relevant results: JCR
- 5** Rocío Carranza; Estrella Díaz; David Martín-Consuegra; Carlos Sánchez-Camacho. E-banking adoption: An opportunity for customer value co-creation. Frontiers in Psychology (JCR: Q1). 2021.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Psychology, Multidisciplinary
Impact index in year of publication: 2,988 **Journal in the top 25%:** No
Position of publication: 43 **No. of journals in the cat.:** 140
Relevant results: JCR
- 6** Lamberto Zollo; Monica Faraoni; Rocío Carranza; Estrella Díaz; David Martín-Consuegra. What influences consumers’ intention to purchase organic personal care products? The role of social reassurance. Journal of Retailing and Consumer Services (ABDC: A; JCR: Q1; ABS: 2). 60, pp. 102432. Elsevier, 2021.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Business
Impact index in year of publication: 7,135 **Journal in the top 25%:** Yes
Position of publication: 32 **No. of journals in the cat.:** 153
Relevant results: JCR
- 7** Rocío Carranza; Estrella Díaz; David Martín-Consuegra; Pilar Fernández-Ferrín. PLS-SEM in business promotion strategies. A multigroup analysis of mobile coupon users using MICOM. Industrial Management & Data Systems (ABDC: A; JCR: Q2; ABS: 2). 120 - 12, pp. 2349 - 2374. Emerald, 2020.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** COMPUTER SCIENCE, INTERDISCIPLINARY APPLICATIONS
Impact index in year of publication: 4,224 **Journal in the top 25%:** No
Position of publication: 36 **No. of journals in the cat.:** 111
Relevant results: JCR



- 8** Pilar Fernández-Ferrín; Belén Bande; David Martín-Consuegra; Estrella Díaz; Elisabeth Kastenholz. Sub-national consumer ethnocentrism and the importance of the origin of food products: an exploratory analysis. *British Food Journal* (JCR: Q2). 122 - 3, pp. 995 - 1010. Emerald, 2020.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Food Science & Technology
Impact index in year of publication: 2,518 **Journal in the top 25%:** No
Position of publication: 81 **No. of journals in the cat.:** 143
Relevant results: JCR
- 9** David Martín-Consuegra; Estrella Díaz; Mar Gómez; Arturo Molina. Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. *Physiology & Behavior* (JCR: Q1). 200, pp. 104 - 110. Elsevier, 2019.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Psychology, biological
Impact index in year of publication: 3,244 **Journal in the top 25%:** No
Position of publication: 5 **No. of journals in the cat.:** 14
Relevant results: JCR
- 10** Pilar Fernández-Ferrín; Belén Bande; Mercedes Galán-Ladero; David Martín-Consuegra; Estrella Díaz; Sandra Castro; Estrella Díaz. Geographical indication food products and ethnocentric tendencies: The importance of proximity, tradition and ethnicity. *Journal of Cleaner Production* (JCR: Q1). 241, pp. 1 - 9. Elsevier, 2019.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Environmental Sciences
Impact index in year of publication: 7,246 **Journal in the top 25%:** Yes
Position of publication: 18 **No. of journals in the cat.:** 274
Relevant results: JCR
- 11** Janguang Zhang; Saike Jia; Estrella Díaz. Dynamic monitoring and control of a critical chain Project based on phase buffer allocation. *Journal of the Operational Research Society* (ABDC: A; JCR: Q2; ABS: 3). 69 - 12, pp. 1966 - 1977. Taylor & Francis, 2018.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** OPERATIONS RESEARCH & MANAGEMENT SCIENCE
Impact index in year of publication: 2,860 **Journal in the top 25%:** No
Position of publication: 34 **No. of journals in the cat.:** 84
Relevant results: JCR
- 12** David Martín-Consuegra; Monica Faraoni; Estrella Diaz; Silvia Ranfagni. Exploring relationships between brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*. 9 - 3, pp. 237 - 251. Routledge, 2018.
Type of production: Scientific paper **Format:** Journal
Impact source: ISI **Category:** Business
Impact index in year of publication: 0,49 **Journal in the top 25%:** No
Position of publication: 173 **No. of journals in the cat.:** 285
- 13** Estrella Diaz; David Martín-Consuegra; Águeda Esteban. The effect of new technologies on psychological consequences and risk perceptions of sales agents. *Journal of Risk Research* (JCR: Q1). 21 - 11, pp. 1409 - 1429. Routledge, 2018.
Type of production: Scientific paper **Format:** Journal

Impact source: ISI
Impact index in year of publication: 2,583
Position of publication: 35
Relevant results: JCR

Category: Social Sciences, Interdisciplinary
Journal in the top 25%: No
No. of journals in the cat.: 109

- 14** Rocío Carranza; Estrella Díaz; David Martín-Consuegra. The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology* (JCR: Q2). 9 - 3, pp. 380 - 396. Emerald, 2018.

Type of production: Scientific paper
Impact source: ISI

Format: Journal

Category: HOSPITALITY, LEISURE, SPORT & TOURISM

Impact index in year of publication: 4,260
Position of publication: 23

Journal in the top 25%: No
No. of journals in the cat.: 58

Relevant results: JCR

- 15** Mar Gómez; David Martín-Consuegra; Estrella Díaz; Arturo Molina. Determinants and outcomes of price premium and loyalty: A food case study. *Journal of Consumer Behaviour* (ABDC: A; JCR: Q3; ABS: 2). 17 - 1, pp. 64 - 74. Wiley, 2017.

Type of production: Scientific paper

Format: Journal

Impact source: ISI

Category: Business

Impact index in year of publication: 3,280

Journal in the top 25%: No

Position of publication: 100

No. of journals in the cat.: 153

Relevant results: JCR

- 16** Estrella Díaz; David Martín-Consuegra; Águeda Esteban. Sales agents versus the internet: Understanding service sabotage based on the conservation of resources theory. *Internet Research* (ABDC: A; JCR: Q1; ABS: 3). 27 - 4, pp. 858 - 884. Emerald, 2017.

Type of production: Scientific paper

Format: Journal

Impact source: ISI

Category: Computer Science and Information Systems

Impact index in year of publication: 6,773

Journal in the top 25%: Yes

Position of publication: 19

No. of journals in the cat.: 161

Relevant results: JCR

- 17** Estrella Díaz; Mar Gómez; David Martín-Consuegra; Arturo Molina. The effects of perceived satisfaction with service recovery efforts: A study in a hotel setting. *E&M Economics & Management* (JCR: Q3). 20 - 4, pp. 203 - 218. 2017.

Type of production: Scientific paper

Format: Journal

Impact source: ISI

Category: Economics

Impact index in year of publication: 1,446

Journal in the top 25%: No

Position of publication: 251

No. of journals in the cat.: 376

Relevant results: JCR

- 18** Estrella Díaz; David Martín-Consuegra; Hooman Estelami. A persuasive-based latent class segmentation analysis of luxury brand websites. *Electronic Commerce Research* (ABDC: A; JCR: Q3; ABS: 2). 16 - 3, pp. 401 - 424. Springer, 2016.

Type of production: Scientific paper

Format: Journal

Impact source: ISI

Category: Business

Impact index in year of publication: 3,747

Journal in the top 25%: No

Position of publication: 84

No. of journals in the cat.: 153

Relevant results: JCR

- 19** Estrella Díaz; David Martín-Consuegra. A latent class segmentation analysis of airlines based on website evaluation. *Journal of Air Transport Management* (JCR: Q2). 55 - 1, pp. 20 - 40. Elsevier, 2016.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Transportation**Impact index in year of publication:** 4,134**Journal in the top 25%:** No**Position of publication:** 13**No. of journals in the cat.:** 37**Relevant results:** JCR

- 20** Janguang Zhang; Xiwei Song; Estrella Díaz. Critical chain project buffer sizing based on resource constraints. *International Journal of Production Research* (ABDC: A; JCR: Q1; ABS: 3). 55 - 3, pp. 671 - 683. Taylor & Francis, 2016.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Engineering, Manufacturing y Operations Research & Management**Impact index in year of publication:** 8,568**Journal in the top 25%:** Yes**Position of publication:** 2**No. of journals in the cat.:** 84**Relevant results:** JCR

- 21** Ángel Millán; Juan Antonio García; Estrella Díaz. Film-induced tourism: A latent class segmentation based on satisfaction and future intentions. *Revista de Turismo y Patrimonio Cultural* (PASOS). 14 - 4, pp. 875 - 888. 2016.

Type of production: Scientific paper**Format:** Journal

- 22** Janguang Zhang; Xiwei Song; Estrella Díaz. Project buffer sizing of a critical chain based on comprehensive resource tightness. *European Journal of Operational Research* (ABDC: A; JCR: Q1; ABS: 4). 248 - 1, pp. 174 - 182. Elsevier, 2016.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Operations Research & Management Science**Impact index in year of publication:** 5,334**Journal in the top 25%:** Yes**Position of publication:** 15**No. of journals in the cat.:** 84**Relevant results:** JCR

- 23** Janguang Zhang; Xia Song; Estrella Diaz. A new buffer sizing approach based on the uncertainty of project activities. *Concurrent Engineering Research and Applications* (JCR: Q3). 22 - 3, pp. 253 - 264. Sage, 2015.

Type of production: Scientific paper**Category:** Computer Science, Interdisciplinary Applications**Impact source:** ISI**Impact index in year of publication:** 1,038**Journal in the top 25%:** No**Position of publication:** 107**No. of journals in the cat.:** 111**Relevant results:** JCR

- 24** Janguang Zhang; Ruixia Shi; Estrella Díaz. Dynamic monitoring and control of software project effort based on an effort buffer. *Journal of the Operational Research Society* (ABDC: A; JCR: Q2; ABS: 3). 66 - 9, pp. 1555 - 1565. Taylor & Francis, 2015.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Operations Research & Management Science**Impact index in year of publication:** 2,860**Journal in the top 25%:** No**Position of publication:** 34**No. of journals in the cat.:** 84

**Relevant results:** JCR

- 25** Estrella Díaz; David Martín-Consuegra; Águeda Esteban. Is ICT good for employees? An analysis of its effects on sales agents' perceptions of service cannibalization. Computers in Human Behavior (ABDC: A; JCR: Q1; ABS: 2). 51 - 1, pp. 263 - 271. Elsevier, 2015.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Psychology, Multidisciplinary**Impact index in year of publication:** 6,829**Journal in the top 25%:** Yes**Position of publication:** 10**No. of journals in the cat.:** 140**Relevant results:** JCR

- 26** Estrella Díaz; David Martín-Consuegra; Águeda Esteban. Perceptions of service cannibalization: The moderating effect of the type of travel agency. Tourism management (ABDC: A; JCR: Q1; ABS: 4). 48, pp. 329 - 342. Elsevier, 2015.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Management**Impact index in year of publication:** 10,967**Journal in the top 25%:** Yes**Position of publication:** 10**No. of journals in the cat.:** 226**Relevant results:** JCR

- 27** Ángel Millán; Estrella Díaz. Analysis of consumers' response to brand community integration and brand identification. Journal of Brand Management (ABDC: A; JCR: Q3; ABS: 2). 21 - 3, pp. 254 - 272. Palgrave, 2014.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Business**Impact index in year of publication:** 3,500**Journal in the top 25%:** No**Position of publication:** 88**No. of journals in the cat.:** 153**Relevant results:** JCR

- 28** Janguang Zhang; Xiwei Song; Estrella Díaz. Buffer sizing of critical chain based on attribute optimization. Concurrent Engineering Research and Applications (JCR: Q3). 22 - 3, pp. 253 - 264. Sage, 2014.

Type of production: Scientific paper**Format:** Journal**Impact source:** ISI**Category:** Computer science, Interdisciplinary Applications**Impact index in year of publication:** 1,038**Journal in the top 25%:** No**Position of publication:** 107**No. of journals in the cat.:** 111**Relevant results:** JCR

- 29** Estrella Díaz; David Martín-Consuegra; Águeda Esteban. Canibalización del servicio: ¿Influye la distribución multicanal en la prestación incorrecta del servicio? (. Colección de Documentos de Trabajo Cátedra Fundación Ramón Areces. pp. 1 - 27. Cátedra Fundación Ramón Areces, 2014.

Type of production: Scientific paper**Format:** Journal

- 30** Estrella Díaz; Christina Koutra. Sociability and social interaction within the "Second life" environment: an electronic ethnographic study. Computing and Information Systems. 18 - 2, pp. 1 - 17. 2014.

Type of production: Scientific paper**Format:** Journal

- 31** Estrella Díaz; Juan José Blázquez; Arturo Molina; David Martín-Consuegra. Are the non-governmental organizations' web sites effective?. Qualitative Market Research: An International Journal. 16 - 4, pp. 370 - 392. 2013.

Type of production: Scientific paper**Format:** Journal



Impact source: SCOPUS
Impact index in year of publication: 0,652
Position of publication: 73

Category: Marketing
Journal in the top 25%: No
No. of journals in the cat.: 194

- 32** Estrella Díaz; Christina Koutra. Evaluation of the persuasive features of hotel chain websites: A latent class segmentation analysis. *International Journal of Hospitality Management* (ABDC: A; JCR: Q1; ABS: 3). 34, pp. 338 - 347. Elsevier, 2013.

Type of production: Scientific paper
Impact source: ISI
Impact index in year of publication: 9,237
Position of publication: 4

Format: Journal
Category: Hospitality, Leisure, Sport & Tourism
Journal in the top 25%: Yes
No. of journals in the cat.: 58

Relevant results: JCR

- 33** Estrella Díaz; Juan José Blázquez; David Martín-Consuegra. European tourist destinations on the internet search engines. *European Journal of Tourism Research*. 5 - 2, pp. 171 - 175. 2012.

Type of production: Scientific paper
Impact source: SCOPUS
Impact index in year of publication: 0,467
Position of publication: 265

Format: Journal
Category: Geography, Planning and Development
Journal in the top 25%: No
No. of journals in the cat.: 777

- 34** Ángel Millán; Juan Antonio García; Estrella Díaz. Measuring factors that influence a visit with a movie map: An empirical analysis of a surrealist cult film. *European Journal of Tourism, Hospitality and Recreation*. 3 - 2, pp. 57 - 76. 2012. ISSN 2182-4916

Type of production: Scientific paper

Format: Journal

- 35** Estrella Díaz; David Martín-Consuegra; Águeda Esteban. Consumer loyalty in mobile telephony. *A. Journal of Business Management* (JCR: Q3). 5 - 33, pp. 12715 - 12727. Academic Journals, 2011. ISSN 1993-8233

Type of production: Scientific paper
Impact source: ISI
Impact index in year of publication: 1,105
Position of publication: 58

Format: Journal
Category: Management
Journal in the top 25%: No
No. of journals in the cat.: 112

- 36** Ángel Millán; Águeda Esteban; Estrella Díaz. Satisfacción de la demanda turística en Castilla-La Mancha. *Journal of Tourism Analysis: Revista de Análisis Turístico*. 9 - 1, pp. 42 - 54. Emerald, 2010. ISSN 2254-0644

Type of production: Scientific paper

- 37** David Martín-Consuegra; Ángel Millán; Estrella Díaz; Eunju Ko. The effects of price salience on consumer perception and purchase intentions. *Journal of Global Academy of Marketing Science*,. 20 - 2, pp. 149 - 163. Taylor & Francis, 2010. ISSN 2163-9167

Type of production: Scientific paper

Format: Journal

- 38** Arturo Molina; David Martín-Consuegra; Águeda Esteban; Estrella Díaz. Segmentación de la demanda turística: Un análisis aplicado a un destino de turismo cultural. *Journal of Tourism Analysis: Revista de Análisis Turístico*. 4 - 2, pp. 36 - 48. Emerald, 2007. ISSN 2254-0644

Type of production: Scientific paper

Format: Journal

- 39** Informe turismo 2023- camino a la sostenibilidad. Open Ideas. 2023.

Type of production: Popular science article

Format: Scientific and technical document or report



- 40** Estrella Díaz. El futuro del turismo: inteligente, digital y sostenible. The Conversation. 2021.
Type of production: Popular science article **Format:** Journal
- 41** Turismo inteligente como solución para adaptarse al turista que vive a golpe de click. Agent travel. 2021.
Type of production: Popular science article **Format:** Journal
- 42** Estrella Díaz. Current situation of COVID-19 in Spain. Newsletter in House of Spain of San Diego bulletin. 2020.
Type of production: Popular science article **Format:** Journal
- 43** Estrella Díaz; Águeda Esteban; Rocío Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra. How Do Affect the Infusion of Smart Technology and Mindfulness of Tourism SMEs on Competitiveness?. Information and Communication Technologies in Tourism 2023. pp. 77 - 81. Springer, 2023.
Type of production: Book chapter **Format:** Book
Corresponding author: Yes
- 44** Estrella Díaz; Rocío Carranza. Service cannibalisation. Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing., 2022.
Type of production: Book chapter **Format:** Book
Corresponding author: Yes
- 45** Service cannibalisation in tourism-Contributions by Estrella Díaz Sánchez. Women's Voices in Tourism Research. The University of Queensland, 2022.
Type of production: Book chapter **Format:** Book
- 46** Estrella Díaz Sánchez; David Martín-Consuegra Navarro; Arturo Molina Collado; Rocío Carranza Vallejo; Mar Gómez Rico. Impacto de las tecnologías inteligentes en la distribución de servicios turísticos. Nuevos Horizontes del Marketing y de la Distribución Comercial. Fundación Ramón Areces, 2018.
Type of production: Book chapter **Format:** Book
Corresponding author: Yes
- 47** El comportamiento de compra del consumidor. Fundamentos de Marketing. ESIC, 2015.
Type of production: Book chapter **Format:** Book
- 48** Estrella Díaz Sánchez; David Martín-Consuegra Navarro. Técnicas de análisis de datos. Investigación de Mercados. ESIC, 2014.
Type of production: Book chapter
- 49** Diseño y gestión de servicios. Dirección Comercial. ESIC, 2013.
Type of production: Book chapter **Format:** Book
- 50** Estrella Díaz; David Martín-Consuegra; Águeda Esteban; Juan José Blázquez. European tourist destinations in internet search engines: a comparison. Marketing Innovations for Sustainable Destinations. Goodfellow Publishers Limited, 2009.
Type of production: Book chapter
- 51** Analysis of the Use of Social Networks as a Communication and Relationship Marketing Strategy by Companies in Castilla-La Mancha. Analysis of the Use of Social Networks as a Communication and Relationship Marketing Strategy by Companies in Castilla-La Mancha. Ediciones Parlamentarias de Castilla-La Mancha, 2017.
Type of production: Scientific book or monograph **Format:** Book



- 52** Destinos inteligentes. Nuevas experiencias a golpe de click. Informe turismo post-covid. 2021.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 53** Ángel Millán; David Martín-Consuegra; Estrella Díaz. Análisis del comercio minorista en Ciudad Real. Análisis del comercio minorista en Ciudad Real. 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 54** Estrella Díaz; David Martín-Consuegra. Inteligencia competitiva de apoyo a la gestión (1). Inteligencia competitiva de apoyo a la gestión (1). 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 55** Estrella Díaz; David Martín-Consuegra. Inteligencia competitiva de apoyo a la gestión (2). Inteligencia competitiva de apoyo a la gestión (2). 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 56** Estrella Díaz; David Martín-Consuegra. Inteligencia competitiva de apoyo a la gestión (3). Inteligencia competitiva de apoyo a la gestión (3). 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 57** Ángel Millán; Estrella Díaz. Satisfacción de la demanda turística en Castilla-La Mancha. Satisfacción de la demanda turística en Castilla-La Mancha. 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report
- 58** Águeda Esteban; David Martín-Consuegra; Arturo Molina; Estrella Díaz. Turismo y consumo: el caso de Toledo. Turismo y consumo: el caso de Toledo. 2008.
Type of production: Scientific-technical report **Format:** Scientific and technical document or report

Works submitted to national or international conferences

- 1** **Title of the work:** Envisioning digital and smart transformation in tourism-related SMEs through a latent class segmentation. A perspective from Europe and the United States
Name of the conference: GAMMA 2023- Global Alliance of Marketing & Management Associations
Corresponding author: Yes
City of event: Seoul, Democratic People's Republic of Korea
Date of event: 2023
End date: 2023
Organising entity: GAMMA 2023- Global Alliance of Marketing & Management Associations
- 2** **Title of the work:** How do affect the infusion of smart technology and mindfulness of tourism SMEs on competitiveness?
Name of the conference: ENTER e-Tourism Conference
City of event: Johannesburg, South African Republic
Date of event: 2023
Organising entity: IFITT **Type of entity:** Innovation and Technology Centres
City organizing entity: London, United Kingdom
- 3** **Title of the work:** Infusión y concienciación en el uso de tecnologías inteligentes en empresas turísticas
Name of the conference: 3rd World Conference on Smart Destinations
Corresponding author: Yes



City of event: Valencia, Spain
Date of event: 2023
End date: 2023
Organising entity: Ministry of Industry and Tourism

- 4** **Title of the work:** Smart destinations and adoption of digital technologies: an Iberian perspective on the hotel sector
Name of the conference: 3rd World Conference on Smart Destinations
Corresponding author: Yes
City of event: Valencia, Spain
Date of event: 2023
End date: 2023
Organising entity: Ministry of Industry and Tourism **Type of entity:** State agency
- 5** **Title of the work:** Technological Innovations for Discovering Solutions to the World's Greatest Current Challenges
Name of the conference: GYA Annual General Meeting and International Conference of Young Scientists
Corresponding author: Yes
City of event: Kigali, Rwanda
Date of event: 2023
End date: 2023
Organising entity: Global Young Academy
- 6** **Title of the work:**). Toward the Understanding of the Effects of Smart Consumer Experience in Tourism Destinations
Name of the conference: 2022 International Conference on Partial Least Squares Structural Equation
Corresponding author: Yes
City of event: Cluj-Napoca, Romania
Date of event: 2022
Estrella Diaz; Rocio Carranza; Carlos Sanchez-Camacho; David Martín-Consuegra.
- 7** **Title of the work:** Infusión y concienciación en el uso de tecnologías inteligentes en empresas turísticas
Name of the conference: 3rd World Conference on Smart Destinations
Corresponding author: Yes
City of event: Valencia, Spain
Date of event: 2022
Organising entity: UNWTO and SEGITTUR
City organizing entity: Valencia, Spain
- 8** **Title of the work:** Looking to the future and learning lessons from the recent past." Bibliometric analysis of B2B buying behavior and customer value
Name of the conference: BALAS (Business Association of Latin American Studies)
City of event: Carcavelos, Portugal
Date of event: 2022
End date: 2022
Organising entity: Business Association of Latin American Studies
Estrella Diaz; Rocío Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra.
- 9** **Title of the work:** The influence of smart technologies on tourists and tourism-related organizations.
Name of the conference: General Assembly and Annual Conference of the Marie Curie Alumni Association (MCAA)



City of event: Virtual,
Date of event: 2022
End date: 2022
Organising entity: Marie Curie Alumni Association

- 10** **Title of the work:** The role of technology infusion among small and medium-sized tourism organizations (SMEs) in a smart world
Name of the conference: European Marketing Academy (EMAC)
City of event: Budapest, Hungary
Date of event: 2022
End date: 2022
Organising entity: European Marketing Academy
Estrella Díaz; Águeda Esteban; Rocío Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra.
- 11** **Title of the work:** Toward the Understanding of the Effects of Smart Consumer Experience in Tourism Destinations
Name of the conference: 2022 International Conference on Partial Least Squares Structural Equation
Corresponding author: Yes
City of event: Cluj-Napoca, Romania
Date of event: 2022
Organising entity: Faculty of Economics of Business Administration
Type of entity: University
City organizing entity: Cluj-Napoca, Romania
Estrella Díaz; Rocío Carranza; Carlos Sanchez-Camacho; David Martín-Consuegra.
- 12** **Title of the work:** Boosting smart destinations through adoption of new technologies: An Iberian perspective
Name of the conference: 6th World Research Summit for Hospitality and Tourism (Best paper award)
City of event: Orlando, United States of America
Date of event: 2021
End date: 2021
Organising entity: UCF Rosen College of Hospitality Management
Sofia Almeida; Ana Campos; Estrella Díaz; Patricia Pinto.
- 13** **Title of the work:** Technology in the hospitality and tourism literature. Looking back and looking forward.
Name of the conference: 4th International Scientific Conference "TOURMAN 2021"
City of event: Thessaloniki, Greece
Date of event: 2021
End date: 2021
Organising entity: Tourism and Services Management Conference
Estrella Díaz; Águeda Esteban; Rocío Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra.
- 14** **Title of the work:** The effect of smart technologies on consumer experience and business competitiveness.
Name of the conference: General Assembly and Annual Conference of the Marie Curie Alumni Association (MCAA).
City of event: Bruselas, Belgium
Date of event: 2021
End date: 2021
Organising entity: Marie Curie Alumni Association



- 15 Title of the work:** The impact of smart technologies on value and service performance in tourism service providers.
Name of the conference: GLOSERV: Global Conference on Services and Retail Management.
City of event: Orlando, United States of America
Date of event: 2021
End date: 2021
Organising entity: Global Conference on Services and Retail Management
Estrella Díaz; Águeda Esteban; Rocío Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra.
- 16 Title of the work:** Combination of smart technologies and its impact on enterprises
Name of the conference: 2020 III CETT Smart Tourism Congress Barcelona
City of event: Barcelona, Spain
Date of event: 2020
End date: 2020
Organising entity: Centro universitario de referencia de Turismo, Hotelería y Gastronomía adscrito a la Universidad de Barcelona
Estrella Díaz; Rocío Carranza; Águeda Esteban; David Martín-Consuegra.
- 17 Title of the work:** How smart technologies have affected the tourism- related services
Name of the conference: 2020 Society for Marketing Advances
City of event: Houston, United States of America
Date of event: 2020
End date: 2020
Organising entity: Society for Marketing Advances
Estrella Díaz; Rocío Carranza; Águeda Esteban; David Martín-Consuegra.
- 18 Title of the work:** Investigating the effects of smart technologies on consumers and organizations
Name of the conference: 47th Annual Meeting Federation of Business Disciplines
City of event: San Antonio, United States of America
Date of event: 2020
End date: 2020
Organising entity: Association of Collegiate Marketing Educators (ACME)
Estrella Díaz; Águeda Esteban; Rocío Carranza; David Martín-Consuegra.
- 19 Title of the work:** Research streams on digital and smart technology in marketing literature.
Name of the conference: 2020 AMS virtual conference
City of event: Miami, United States of America
Date of event: 2020
End date: 2020
Organising entity: Academy of Marketing Science
Estrella Díaz; Rocío Carranza; Águeda Esteban; David Martín-Consuegra.
- 20 Title of the work:** Smartourism: Effects on consumer experience and business competitiveness
Name of the conference: ENTER Conference,
City of event: Surrey, United Kingdom
Date of event: 2020
End date: 2020
Organising entity: International Federation for IT and Travel & Tourism (IFITT)
Estrella Díaz; Águeda Esteban; Luisa Andreu.



- 21** **Title of the work:** Actitudes de los consumidores hacia la proximidad, la tradición y la etnicidad de los productos alimenticios con indicación geográfica
Name of the conference: Proceedings of XXXI International Conference of Marketing.
City of event: Cáceres, Spain
Date of event: 2019
End date: 2019
Organising entity: International Conference of Marketing
Pilar Fernández-Ferrín; Belen Bande; Mercedes Galán-Ladero; David Martín-Consuegra; Estrella Díaz; Sandra Castro.
- 22** **Title of the work:** Digital revolution on consumer experience and business competitiveness
Name of the conference: General Assembly and Annual Conference of the Marie Curie Alumni Association (MCAA)
City of event: Viena, Austria
Date of event: 2019
End date: 2019
Organising entity: Marie Curie Alumni Association
Estrella Díaz.
- 23** **Title of the work:** Digital tools and smart technology in marketing: A thematic evolution
Name of the conference: 2019 Society for Marketing Advances
City of event: Nueva Orleans, United States of America
Date of event: 2019
End date: 2019
Organising entity: Society for Marketing Advances
Estrella Díaz; Rocío Carranza; Águeda Esteban; David Martín-Consuegra.
- 24** **Title of the work:** Evolution of information and communication technologies in tourism and hospitality literature.
Name of the conference: 5th World Research Summit for Hospitality and Tourism 2019
City of event: Orlando, United States of America
Date of event: 2019
End date: 2019
Organising entity: UCF Rosen College of Hospitality Management
Estrella Díaz; Águeda Esteban; Rocío Carranza; David Martín-Consuegra.
- 25** **Title of the work:** La aceptación de una nueva tecnología para el canje de cupones en establecimientos de hostelería
Name of the conference: Proceedings of XXIX Spanish-Portuguese Conference on Scientific Management
City of event: Osuna, Spain
Date of event: 2019
End date: 2019
Organising entity: Spanish-Portuguese Conference on Scientific Management
Rocío Carranza; Estrella Díaz; David Martín-Consuegra; Emilio Ruiz.
- 26** **Title of the work:** Smart tourism: Effects on business competitiveness
Name of the conference: Proceedings XXVIII International Conference of the Academy
City of event: Tokio, Japan
Date of event: 2019
End date: 2019
Organising entity: European Academy of Management and Business Economies



Estrella Díaz; Águeda Esteban; Rocio Carranza.

- 27 Title of the work:** The impact of smart technologies on organizations.
Name of the conference: 2019 Summer American Marketing Association Conference
City of event: Chicago, United States of America
Date of event: 2019
End date: 2019
Organising entity: American Marketing Association
Estrella Díaz; Rocio Carranza; David Martín-Consuegra; Águeda Esteban.
- 28 Title of the work:** An analysis of the importance of the origin of food products: The effects of consumer ethnocentrism.
Name of the conference: 33rd Business & Economics Society International Conference
City of event: Lugano, Switzerland
Date of event: 2018
Organising entity: Business & Economics Society International
Pilar Fernández-Ferrín; Belén Bande; David Martín-Consuegra; Estrella Díaz; Elisabet Kastenholz.
- 29 Title of the work:** Customer engagement in hospitality and tourism: Towards a better understanding of past trends and future directions
Name of the conference: Global Marketing Conference
City of event: Tokio, Japan
Date of event: 2018
Organising entity: Korean Scholars of Marketing Science
Estrella Díaz; Rocio Carranza; Carlos Sánchez-Camacho; David Martín-Consuegra.
- 30 Title of the work:** The effects of regional ethnocentrism on geographical indication food products through the importance of proximity, tradition and ethnicity
Name of the conference: 47th European Marketing Academy Annual Conference (EMAC)
City of event: Glasgow, United Kingdom
Date of event: 2018
Organising entity: European Marketing Academy Annual Conference
Pilar Fernández-Ferrín; Belén Bande; Estrella Díaz; Mercedes Galán-Ladero; David Martín-Consuegra.
- 31 Title of the work:** Social media in music tourism: an empirical approach
Name of the conference: 4th World Research Summit for Tourism and Hospitality
City of event: Orlando, United States of America
Date of event: 2017
Organising entity: UCF Rosen College of Hospitality Management
Carlos Sánchez-Camacho; David Martín-Consuegra; Estrella Díaz; Pilar Fernández-Ferrín; Rocio Carranza.
- 32 Title of the work:** The complex relationship between quality, satisfaction, and loyalty: Empirical results from fast-food restaurants using a PLS approach
Name of the conference: 9th International Conference on PLS and Related Methods
City of event: Macao, China
Date of event: 2017
Organising entity: International Conference on PLS and Related Methods
Rocio Carranza; Estrella Díaz; David Martín-Consuegra.



- 33** **Title of the work:** Turismo musical: Influencia de las redes sociales en la intención de asistir a un festival
Name of the conference: XXVII National Conference of the Spanish Academy of Management
City of event: Aranjuez, Spain
Date of event: 2017
Organising entity: Spanish Academy of Management
Carlos Sánchez-Camacho; David Martín-Consuegra; Estrella Díaz; Pilar Fernández-Ferrín.
- 34** **Title of the work:** ¿Es posible conseguir la lealtad de los clientes de establecimientos de comida rápida? Una aproximación con PLS
Name of the conference: XXIX International Conference of Marketing
City of event: Sevilla, Spain
Date of event: 2017
Organising entity: International Conference of Marketing
Rocío Carranza; Estrella Díaz; David Martín-Consuegra.
- 35** **Title of the work:** El couponing y las nuevas tecnologías: Efectos en el canje de cupones
Name of the conference: XXVIII Congreso Nacional de Marketing
City of event: León, Spain
Date of event: 2016
Organising entity: Asociación Española de Marketing Académico y Profesional (AEMARK)
Rocío Carranza; Estrella Díaz; David Martín-Consuegra.
- 36** **Title of the work:** El efecto de la percepción de la canibalización de servicio en los agentes de ventas
Name of the conference: XXX Annual Congress of European Academy of Management and Business Economics
City of event: Las Palmas de Gran Canaria, Spain
Date of event: 2016
Organising entity: Annual Congress of European Academy of Management and Business Economics
Estrella Díaz; David Martín-Consuegra; Águeda Esteban; Rocío Carranza.
- 37** **Title of the work:** Persuasive web design for airline companies
Name of the conference: 45th European Marketing Academy Annual Conference (EMAC)
City of event: Oslo, Norway
Date of event: 2016
Organising entity: European Marketing Academy Annual Conference
Estrella Díaz; David Martín-Consuegra; Águeda Esteban.
- 38** **Title of the work:** Service cannibalization: Moderation by type of travel organization
Name of the conference: 4th European Marketing Academy Annual Conference
City of event: Leuven, Belgium
Date of event: 2015
Organising entity: European Marketing Academy
Estrella Díaz; David Martín-Consuegra; Águeda Esteban.
- 39** **Title of the work:** Service cannibalization: the influence of multi-channel distribution on sales agents
Name of the conference: 53rd Annual Society for Marketing Advances Conference
City of event: San Antonio, United States of America
Date of event: 2015
Organising entity: Society for Marketing Advances
Estrella Díaz; Mar Gómez; David Martín-Consuegra; Arturo Molina.



- 40** **Title of the work:** The recovery paradox in the hospitality industry: an empirical analysis
Name of the conference: ICIEMC 2014-International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behavior
City of event: Aveiro, Portugal
Date of event: 2014
Organising entity: Portuguese Institute of Marketing Management
David Martín-Consuegra; Estrella Díaz; Arturo Molina; Mar Gómez.
- 41** **Title of the work:** ¿Cómo perciben la canibalización del servicio y adoptan nuevas tecnologías los agentes de ventas turísticos?
Name of the conference: XXIV Congreso Nacional de Marketing
City of event: Castellón, Spain
Date of event: 2014
Organising entity: Asociación Española de Marketing Académico y Profesional
Estrella Díaz; David Martín-Consuegra; Águeda Esteban.
- 42** **Title of the work:** Canibalización del servicio en las agencias de viajes. Análisis de sus consecuencias en el empleado
Name of the conference: XXV Congreso Nacional de Marketing
City of event: Barcelona, Spain
Date of event: 2013
Organising entity: Asociación Española de Marketing Académico y Profesional
- 43** **Title of the work:** "Service cannibalization of travel agencies. Analysis of its consequences on the employee"
Name of the conference: Coloquio sobre Técnicas y Métodos de Investigación Turística
City of event: Madrid, Spain
Date of event: 2013
Organising entity: Asociación Española de Expertos Científicos en Turismo
Estrella Díaz.
- 44** **Title of the work:** Analyzing the Google Online Marketing Challenge as a learning tool.
Name of the conference: Frontiers of Distance Learning in Business Education Conference
City of event: Nueva York, United States of America
Date of event: 2012
Organising entity: Fordham University
David Martín-Consuegra; Estrella Díaz; Juan Antonio García; Arturo Molina.
- 45** **Title of the work:** Twitter as a learning tool: the use of social networks in distance learning
Name of the conference: Frontiers of Distance Learning in Business Education Conference
City of event: Nueva York, United States of America
Date of event: 2012
Organising entity: Fordham University
Arturo Molina; David Martín-Consuegra; Mar Gómez; Estrella Díaz.
- 46** **Title of the work:** Negative effects of promoting a destination based on a film route. The case of a surrealist cult film
Name of the conference: V International Tourism Conference
City of event: Peniche, Portugal
Date of event: 2011
Organising entity: School of Tourism and Maritime Technology



Ángel Millán; Juan Antonio García; Estrella Díaz.

- 47** **Title of the work:** Service- dominant logic in tourism: a practical model proposal for tourism destinations
Name of the conference: Advances in Tourism Marketing Conference
City of event: Maribor, Slovenia
Date of event: 2011
Organising entity: Multidisciplinary Research Institute Maribor
Juan José Blázquez; Águeda Esteban; Arturo Molina; Estrella Díaz.
- 48** **Title of the work:** The recovery paradox: an empirical analysis in the tourism industry
Name of the conference: World Research Summit for Tourism and Hospitality
City of event: Hong Kong, China
Date of event: 2011
Organising entity: The Hong Kong Polytechnic University
David Martín-Consuegra; Arturo Molina; Mar Gómez; Estrella Díaz.
- 49** **Title of the work:** Google Online Marketing Challenge: la adopción y el uso de nuevas tecnologías como herramienta de aprendizaje
Name of the conference: XXII Congreso Nacional de Marketing
City of event: Oviedo, Spain
Date of event: 2010
Organising entity: Asociación Española de Marketing Académico y Profesional
David Martín-Consuegra; Estrella Díaz; Ángel Millán.
- 50** **Title of the work:** Análisis de la efectividad del diseño de páginas web. Aplicación al sector de marcas de lujo
Name of the conference: XXII Congreso Nacional de Marketing
City of event: Oviedo, Spain
Date of event: 2010
Organising entity: Asociación Española de Marketing Académico y Profesional
City organizing entity: Oviedo, Spain
Estrella Díaz; David Martín-Consuegra.
- 51** **Title of the work:** Effectiveness of web design for luxury brands
Name of the conference: 2010 Global Marketing Conference
City of event: Tokio, Japan
Date of event: 2010
Organising entity: Korean Academy of Marketing Science and Society for Marketing Advances.
Estrella Díaz; David Martín-Consuegra.
- 52** **Title of the work:** he effectiveness of non-governmental organizations' websites
Name of the conference: 2010 Global Marketing Conference
City of event: Tokio, Japan
Date of event: 2010
Organising entity: Korean Academy of Marketing Science and Society for Marketing Advances
Estrella Díaz; Juan José Blázquez; Arturo Molina; David Martín-Consuegra.
- 53** **Title of the work:** Buying behavior: The impulse and compulsive buying behavior
Name of the conference: Behavioral Pricing Conference
City of event: Orlando, United States of America
Date of event: 2009



Organising entity: UCF Rosen College of Hospitality Management and Fordham University
Estrella Díaz; David Martín-Consuegra; Juan José Blázquez; Águeda Esteban.

- 54 Title of the work:** Efectos de las estrategias de recuperación del servicio en la satisfacción, lealtad y recomendación
Name of the conference: XIX National Conference of the Spanish Academy of Management
City of event: Toledo, Spain
Date of event: 2009
Organising entity: Asociación Científica de Economía y Dirección de la Empresa (ACEDE)
Estrella Díaz; Juan José Blázquez; David Martín-Consuegra; Águeda Esteban.
- 55 Title of the work:** European tourist destinations in internet search engines: a comparison
Name of the conference: 3rd Advances in Tourism Marketing Conference (ATMC)
City of event: Bournemouth, United Kingdom
Date of event: 2009
Organising entity: Advances in Tourism Marketing
Estrella Díaz; David Martín-Consuegra; Águeda Esteban; Juan José Blázquez.
- 56 Title of the work:** Participación de los principales destinos turísticos europeos en buscadores: Aplicación al ámbito español
Name of the conference: 23rd Annual Congress of European Academy of Management and Business Economics
City of event: Sevilla, Spain
Date of event: 2009
Organising entity: uropean Academy of Management and Business Economics
Estrella Díaz; David Martín-Consuegra; Águeda Esteban.
- 57 Title of the work:** Satisfacción de la demanda turística en Castilla-La Mancha
Name of the conference: XIV Congreso de la Asociación Española de Científicos Expertos en Turismo
City of event: Gijón, Spain
Date of event: 2009
Organising entity: Asociación Española de Científicos Expertos en Turismo (AECIT)
Ángel Millán; Estrella Díaz; Águeda Esteban.
- 58 Title of the work:** The effects of price salience on consumer perception and purchase intentions
Name of the conference: 47th Annual Society for Marketing Advances Conference
City of event: Nueva Orleans, United States of America
Date of event: 2009
Organising entity: Society for Marketing Advances
David Martín-Consuegra; Ángel Millán; Estrella Díaz; Águeda Esteban.
- 59 Title of the work:** A study on the relationship of relational benefits, satisfaction and loyalty
Name of the conference: Global Marketing Conference
City of event: Shanghai, China
Date of event: 2008
Organising entity: Korean Academy of Marketing Science
David Martín-Consuegra; Arturo Molina; Águeda Esteban; Estrella Díaz.
- 60 Title of the work:** Efectos de la presentación del precio en la percepción el consumidor
Name of the conference: XX Congreso Nacional de Marketing
City of event: Gran Canaria, Spain



Date of event: 2008

Organising entity: Asociación Española de Marketing Académico y Profesional
David Martín-Consuegra; Ángel Millán; Estrella Díaz; Águeda Esteban.

61 Title of the work: Marketing social y organizaciones sin ánimo de lucro: un análisis aplicado de las principales ONGs internacionales

Name of the conference: XX Congreso Nacional de Marketing

City of event: Gran Canaria, Spain

Date of event: 2008

Organising entity: Asociación Española de Marketing Académico y Profesional
David Martín-Consuegra; Juan José Blázquez; Estrella Díaz; Arturo Molina.

62 Title of the work: valuación de la eficacia de las páginas web: un análisis de contenido de las principales compañías aéreas

Name of the conference: XVII International Conference of the European Academy of Management and Business Economics

City of event: Salvador de Bahía, Brazil

Date of event: 2008

Organising entity: European Academy of Management and Business Economics
Estrella Díaz; David Martín-Consuegra; Águeda Esteban.

63 Title of the work: Relación entre eficacia publicitaria, conocimiento y tipo de publicidad: aplicación al medio internet

Name of the conference: XVIII Spanish-Portuguese Conference on Scientific Management

City of event: La Rioja, Spain

Date of event: 2007

Organising entity: Universidad de La Rioja **Type of entity:** University
Juan José Blázquez; Águeda Esteban; Estrella Díaz.

64 Title of the work: Transformative and Inclusive Science for a Sustainable Future

Name of the conference: 2024 Global Young Academy Conference

Corresponding author: Yes

City of event: Washington DC, United States of America

Organising entity: Global Young Academy

Works submitted to national or international seminars, workshops and/or courses

1 Title of the work: Filmmaker workshop

Name of the event: Introduction to Science Filmmaking

City of event: Paris, France

Date of event: 2024

Organising entity: International Science Council

2 Title of the work: Being a scientist and not dying trying

Name of the event: NATIONAL CONGRESS Organic Law 2/2023 of the University System Governance. Internal Control and Economic Regime

City of event: Toledo, Spain

Date of event: 2023

End date: 2023

Organising entity: University of Castilla-La Mancha



- 3** **Title of the work:** How is MSCA currently contributing to addressing Global Challenges? What more can be done to strengthen the policy impacts of MSCA in this direction, while safeguarding the bottom-up spirit of the programme?
Name of the event: MSCA 2023: Diverse research careers to tackle global challenges
City of event: Toledo, Spain
Date of event: 2023
Organising entity: MSCA and Ministry of Science and Innovation
- 4** **Title of the work:** New buying trend among tourists
Name of the event: Sun & Blue. Blue Tourism Innovation Congress
City of event: Cabo de Gata, Spain
Date of event: 2023
Organising entity: Sun & Blue
- 5** **Title of the work:** Tourism and new technologies
Name of the event: Study Abroad Program of Fürtwagen University
City of event: Toledo, Spain
Date of event: 2019
End date: 2019
Organising entity: Universidad de Castilla-La Mancha
Estrella Díaz. **Type of entity:** University
- 6** **Title of the work:** Impacto de las tecnologías inteligentes en la distribución de servicios turísticos
Name of the event: X Reunión Científica: Nuevos horizontes del Marketing
City of event: Oviedo, Spain
Date of event: 2018
End date: 2018
Organising entity: Fundación Ramón Areces **Type of entity:** Foundation
- 7** **Title of the work:** Teoría y práctica de la enseñanza basada en casos/proyectos
Name of the event: Formación a Personal Docente e Investigador
City of event: Ciudad Real, Spain
Date of event: 2016
End date: 2016
Organising entity: Universidad de Castilla-La Mancha
Estrella Díaz. **Type of entity:** University
- 8** **Title of the work:** The effect of the online coupon in the exchange of coupons
Name of the event: IX Conferencia Científica de Divulgación de Investigación
City of event: Cuenca, Spain
Date of event: 2016
End date: 2016
Organising entity: Universidad de Castilla-La Mancha
Rocío Carranza; Estrella Díaz; David Martín-Consuegra. **Type of entity:** University



- 9** **Title of the work:** Digital marketing challenges: Digital and social media
Name of the event: Business Summer Course
City of event: Toledo, Spain
Date of event: 2015
End date: 2015
Organising entity: Universidad de Castilla-La Mancha
Type of entity: University
- 10** **Title of the work:** La canibalización del servicio en las agencias de viajes. Análisis de sus consecuencias en el empleado
Name of the event: II Workshop de Doctorado de Estrategia Empresarial y Marketing
City of event: Toledo, Spain
Date of event: 2012
End date: 2012
Organising entity: Universidad de Castilla-La Mancha
Type of entity: University
Estrella Díaz.
- 11** **Title of the work:** Contribución en Derecho y Ciencias Sociales: Departamento de Marketing e Investigación de Mercados
Name of the event: Evaluación de Competencias
City of event: Ciudad Real, Spain
Date of event: 2011
End date: 2011
Organising entity: Universidad de Castilla-La Mancha
Type of entity: University
Estrella Díaz.
- 12** **Title of the work:** Influencia de la canibalización en los determinantes de la mala prestación de servicios. Estudio aplicado al sector de las agencias de viajes
Name of the event: I Workshop de Doctorado de Estrategia Empresarial y Marketing
City of event: Cuenca, Spain
Date of event: 2011
End date: 2011
Organising entity: Universidad de Castilla-La Mancha
Type of entity: University
Estrella Díaz.
- 13** **Title of the work:** Effectiveness of web design for luxury hotels
Name of the event: Research in Management
City of event: Bournemouth, United Kingdom
Date of event: 2010
End date: 2010
Organising entity: Bournemouth University
Estrella Díaz.
- 14** **Title of the work:** Internet channel and perceived cannibalization in the travel agency industry
Name of the event: Research in Management
City of event: Bournemouth, United Kingdom
Date of event: 2010
End date: 2010
Organising entity: Bournemouth University



Estrella Diaz.

- 15 Title of the work:** Investigating a conceptual model for hotel web-design efficiency
Name of the event: Research in Management
City of event: Bournemouth, United Kingdom
Date of event: 2010
End date: 2010
Organising entity: Bournemouth University
 Estrella Diaz.

Science Outreach activities

- 1 Title of the work:** Discover the tourism of the future. Your smart journey starts here!
Name of the event: Since Fridays
City of event: Valdepeñas, Spain
Date of event: 2024
Organising entity: Quixote Innovation
- 2 Title of the work:** Interview
Name of the event: Portico
Type of event: Media interviews
Date of event: 2023
- 3 Title of the work:** La Universidad al servicio del conocimiento del destino inteligente
Name of the event: Digital transformation of the tourism industry
Type of event: Conferences given
City of event: Toledo, Spain
Date of event: 2023
Organising entity: ABC-SEGITTUR **Type of entity:** Business
- 4 Title of the work:** Marketing and Tourism
Name of the event: Incluye e Inserta UCLM
City of event: Albacete, Spain
Date of event: 2023
Organising entity: University of Castilla-La Mancha
- 5 Title of the work:** New member of the Global Young Academy
Name of the event: COPE
City of event: Ciudad Real, Spain
Date of event: 2023
Organising entity: COPE radio
- 6 Title of the work:** ROUND TABLE. WOMEN ALSO DO SCIENCE. the contribution of female researchers at the FDCSin the field of Economics and Business
Name of the event: International Day of Women in Science
City of event: Ciudad Real,
Date of event: 2023



- 7** **Title of the work:** Rompiendo mitos sobre el mundo STEM
Name of the event: La mujer STEM en Castilla-La Mancha
City of event: Talavera de la Reina, Spain
Date of event: 2023
Organising entity: CRID Castilla-La Mancha
- 8** **Title of the work:** Round Table. Digitalisation of tourist destinations
Name of the event: Smart Destination Seminar
Type of event: Conferences given
City of event: Seville, Spain
Date of event: 2023
Organising entity: University Chair of Smart Tourism **Type of entity:** University
- 9** **Title of the work:** Sustainability
Name of the event: AIRE Forum
Type of event: Moderator
City of event: Cordoba, Spain
Date of event: 2023
- 10** **Title of the work:** ¿Dónde nos iremos de vacaciones en el futuro?
Name of the event: COPE Radio station
City of event: Madrid, Spain
Date of event: 2023
Organising entity: COPE radio Station
"LQV 1x41: ¿Dónde nos iremos de vacaciones en el futuro?". Available on-line at: <https://www.cope.es/programas/lo-que-viene/audios/lqv-1x41-donde-nos-iremos-vacaciones-futuro-20230626_2292441>.
- 11** **Title of the work:** Destinos turísticos inteligentes en Europa, la estrategia a seguir
Name of the event: Hosteltur
City of event: Palma de Mallorca, Balearic Islands, Spain
Date of event: 2022
Organising entity: Hosteltur
City organizing entity: Madrid, Spain
- 12** **Title of the work:** Los datos como pieza clave de la toma de decisiones en los DTIs
Name of the event: La planificación turística inteligente y sostenible en las Illes Balears.
City of event: Palma de Mallorca, Spain
Date of event: 2022
Organising entity: AnySolution **Type of entity:** Business
City organizing entity: Palma de mallorca, Spain
- 13** **Title of the work:** Premios a la Investigación e Innovación. El talento de la región
Name of the event: Investiga que no es poco
Type of event: Media interviews
City of event: Cuenca, Castile-La Mancha, Spain
Date of event: 2022
Organising entity: Radio Castilla-La Mancha
- 14** **Title of the work:** ¿Cómo investiga el turismo la UCLM?
Name of the event: Cadena Ser radio
Type of event: Media interviews



City of event: Toledo, Castile-La Mancha, Spain
Date of event: 2022
Organising entity: CUENCA COMUNICACIONES, S.L. (CADENA SER)

15 Title of the work: El futuro del turismo: inteligente, digital y sostenible
Name of the event: Investiga que no es poco
Type of event: Media interviews
Date of event: 2021
Organising entity: Radio Castilla-La Mancha

16 Title of the work: Entrevista a un científico en clase
Name of the event: Día Internacional de la Mujer y la Niña en la Ciencia
Type of event: Divulgación en colegios e institutos
Date of event: 2021
Organising entity: Universidad de Castilla-La Mancha
Type of entity: University

17 Title of the work: Entrevista a una investigadora
Name of the event: Science is Wonderful
Type of event: Divulgación en colegios e institutos
Date of event: 2021
Organising entity: Comisión Europea
Type of entity: Organismo público

18 Title of the work: Experience with European projects: Marie Skolodowska-Curie Actions (MSCA)
Name of the event: Experience with European Projects
Type of event: Conferences given
City of event: Madrid, Community of Madrid, Spain
Date of event: 2021
Organising entity: Centro Superior de Estudios Universitarios La Salle Estrella Díaz.
Type of entity: University Centres and Structures and Associated Bodies

19 Title of the work: Current situation of COVID-19 in Spain”
Name of the event: ewslatter in House of Spain of San Diego bulletin (
Type of event: Boletón de la Casa de España
Date of event: 2020
Organising entity: Casa de España de San Diego

20 Title of the work: Entrevista MSCA turismo inteligente
Name of the event: Entrevistas SACSIS
Type of event: Media interviews
Date of event: 2020
Organising entity: Sociedad para el Avance Científico (SACSIS)

21 Title of the work: Haciendo las Américas con una Marie Curie
Name of the event: Marie Curie Alumni-Spanish Scientists in USA
City of event: San Diego, United States of America
Date of event: 2020
Organising entity: Marie Curie Alumni-Spanish Scientists in USA Estrella Díaz.



- 22** **Title of the work:** Caso de éxito: Proyecto SMARTOURISM
Name of the event: European Projects Info Session
Type of event: Conferences given
City of event: Ciudad Real, Spain
Date of event: 2019
Organising entity: Universidad de Castilla-La Mancha **Type of entity:** University
- 23** **Title of the work:** Experiencias de una carrera académica
Name of the event: X Jornadas Doctorales de la Universidad de Castilla-La Mancha
Type of event: Conferences given
City of event: Ciudad Real, Spain
Date of event: 2019
Organising entity: Universidad de Castilla-La Mancha **Type of entity:** University
- 24** **Title of the work:** Success story: SMARTOURISM project
Name of the event: Marie Skłodowska-Curie (MSCA) 2019 Information Day
Type of event: Conferences given
City of event: Toledo, Spain
Date of event: 2019
Organising entity: Universidad de Castilla-La Mancha **Type of entity:** University
- 25** **Title of the work:** Acciones MSCA
Name of the event: Investiga que no es poco
Type of event: Media interviews
Date of event: 2018
Organising entity: Radio Castilla-La Mancha
- 26** **Title of the work:** Experiencias de participación en Marie Skłodowska-Curie actions (MSCA)
Name of the event: Sesión informativa sobre acciones Horizonte 2020
Type of event: Conferences given
City of event: Madrid, Spain
Date of event: 2018
Organising entity: Ministerio de Ciencia e Innovación. Investigación **Type of entity:** Organismo Público
- 27** **Title of the work:** "Smart Travel: trends that are redefining tourism".
Name of the event: International Day of Women and Girls in Science
City of event: Ciudad Real,
Organising entity: Association for Scientific Dissemination and Critical Thinking of Ciudad Real
- 28** **Title of the work:** European smart tourism case studies: Spain and Portugal
Name of the event: Digital Tourism
City of event: Florence, Italy
- 29** **Title of the work:** Tourism Sustainability in a Connected World: Global Perspectives and Local Practices
Name of the event: Innovative transfer Seminar
City of event: Cuenca, Spain



R&D management and participation in scientific committees

Scientific, technical and/or assessment committees

- 1** **Committee title:** Scientific Committee 2023 International Conference on Advanced Research in Technologies, Information, Innovation and Sustainability
Affiliation entity: Advanced Research in Technologies, Information, Innovation and Sustainability (ARTIIS 2021)
Start-End date: 2023 - 2023
- 2** **Committee title:** International Workshop on Current Trends in Customer Experience in the Retail and Services Industries
Affiliation entity: Universidad de Zaragoza y el grupo de investigación Generés
Start-End date: 2021 - 2021
- 3** **Committee title:** Scientific Committee 2021 International Conference on Advanced Research in Technologies, Information, Innovation and Sustainability
Affiliation entity: Advanced Research in Technologies, Information, Innovation and Sustainability (ARTIIS 2021)
Start-End date: 2021 - 2021
- 4** **Committee title:** International Conference on Management and Operations Research (ICMOR 2018)
Affiliation entity: University of Science and Technology de Beijing (China) **Type of entity:** University
Start-End date: 2018 - 2018
- 5** **Committee title:** Management and Operations Research (ICMOR 2016)
Affiliation entity: University of Science and Technology de Beijing (China) **Type of entity:** University
Start-End date: 2016 - 2016
- 6** **Committee title:** Information Technology and Tourism Journal
Start date: 2024
- 7** **Committee title:** Journal of Global Marketing
Start date: 2024
- 8** **Committee title:** Foro Español por las Competencias Turísticas
Affiliation entity: Confederación Española de Hoteles y Alojamientos Turísticos
City affiliation entity: Madrid, Community of Madrid, Spain
Start date: 2023
- 9** **Committee title:** Doctorate Commission in Business Administration
Affiliation entity: University of Castilla-La Mancha
Start date: 2022
- 10** **Committee title:** Independent expert in "Smart Tourism Destinations"
Affiliation entity: Comisión Europea **Type of entity:** Organismo Europeo



Organization of R&D activities

- 1 Title of the activity:** 1st Conference of the Spanish Network of University Chairs of Smart Tourism in Spain
Type of activity: Research
Convening entity: University of Castilla-La Mancha
City convening entity: Campo de Criptana, Spain
Start-End date: 2023 - 2023
- 2 Title of the activity:** 2023 Conference of the Young Academy of Spain
Type of activity: Research
Convening entity: Young Academy of Spain
City convening entity: Ciudad Real, Spain
Start date: 2023

Other achievements

Stays in public or private R&D centres

- 1 Entity:** San Diego State University **Type of entity:** University
Faculty, institute or centre: Fowler College of Business
City of entity: San Diego, United States of America
Start-End date: 01/07/2019 - 30/07/2021 **Duration:** 2 years
Goals of the stay: Post-doctoral
Provable tasks: Research topic: Smart Tourism
- 2 Entity:** San Diego State University **Type of entity:** University
Faculty, institute or centre: Fowler College of Business
City of entity: San Diego, United States of America
Start-End date: 02/01/2017 - 30/06/2017 **Duration:** 6 months
Goals of the stay: Post-doctoral
Provable tasks: Research topic: Digital Revolution and its Effects on Consumers and Organizations.
- 3 Entity:** Universitario degli Studi di Firenze **Type of entity:** University
City of entity: Florencia, Italy
Start-End date: 07/04/2016 - 14/04/2016 **Duration:** 7 days
Goals of the stay: Guest
Provable tasks: Docencia en Máster de Marketing online
- 4 Entity:** University of Richmond **Type of entity:** University
Faculty, institute or centre: Robins School of Business
City of entity: Richmond, Virginia, United States of America
Start-End date: 01/02/2013 - 31/07/2013 **Duration:** 6 months
Goals of the stay: Post-doctoral
Provable tasks: Research topic: Service Cannibalization and its Influence on Service Sabotage in the Tourism Industry.



- 5** **Entity:** Bournemouth University **Type of entity:** University
Faculty, institute or centre: Business School
City of entity: Bournemouth, United Kingdom
Start-End date: 12/01/2010 - 12/07/2010 **Duration:** 6 months
Goals of the stay: Doctorate
Provable tasks: Research topic: Internet and Perceived Cannibalization in the Tourism Industry.
- 6** **Entity:** European Travel Commission **Type of entity:** Organismo europeo
City of entity: Bruselas, Belgium
Start date: 01/07/2021 **Duration:** 6 months
Goals of the stay: Post-doctoral
Provable tasks: Research Fellow. Centre: European Travel Commission, Research Department.
Supervisor: Eduardo Santander (Director). Research topic: Smart Tourism

Obtained grants and scholarships

- 1** **Name of the grant:** Beca de movilidad José Castillejo
Aims: Post-doctoral
Awarding entity: Ministerio de Educación, Cultura y Deporte de España **Type of entity:** State agency
Conferral date: 2017 **Duration:** 6 months
End date: 2018
Entity where activity was carried out: San Diego State University
- 2** **Name of the grant:** Becas Turismo de España
Aims: Pre-doctoral
Awarding entity: Secretaría de Estado de Turismo **Type of entity:** State agency
Conferral date: 2008 **Duration:** 4 years
End date: 2012
Entity where activity was carried out: Universidad de Castilla-La Mancha
- 3** **Name of the grant:** Convocatoria competitiva para estancias de investigación en el extranjero
Aims: Pre-doctoral
Awarding entity: Universidad de Castilla-La Mancha **Type of entity:** University
Conferral date: 2009 **Duration:** 6 months
End date: 2010
Entity where activity was carried out: Bournemouth University
- 4** **Name of the grant:** Becas de Tercer Ciclo
Aims: Pre-doctoral
Awarding entity: Universidad de Castilla-La Mancha **Type of entity:** University
Conferral date: 2005 **Duration:** 2 years - 6 months
End date: 2007
Entity where activity was carried out: Universidad de Castilla-La Mancha
- 5** **Name of the grant:** Beca Erasmus
Aims: Estudios universitarios
Awarding entity: Universidad de Castilla-La Mancha **Type of entity:** University
Conferral date: 2005 **Duration:** 9 months
End date: 2005



Entity where activity was carried out: Università degli studi di Torino

Scientific societies and professional associations

- 1** **Name of the society:** Women in Business Academia (WBA)
Affiliation entity: San Diego State University
Start-End date: 2019 - 2021
- 2** **Name of the society:** Global Young Academy
Affiliation entity: Global Young Academy
Start date: 2023
- 3** **Name of the society:** Science in the Parliament
Affiliation entity: Fundación Española para la Ciencia y la Tecnología
City affiliation entity: Madrid,
Start date: 2023
Type of entity: Research
- 4** **Name of the society:** Young Academy of Spain
Affiliation entity: Instituto de España
Start date: 2021
- 5** **Name of the society:** Women in eTravel (WiET)
Affiliation entity: Women in eTravel (WiET)
Start date: 2020
- 6** **Name of the society:** Academy of Marketing Science (AMS)
Affiliation entity: Academy of Marketing Science (AMS)
Start date: 2019
- 7** **Name of the society:** American Marketing Association (AMA)
Affiliation entity: American Marketing Association (AMA)
Start date: 2019
- 8** **Name of the society:** Asociación de Científicos Españoles en Estados Unidos
Affiliation entity: Asociación de Científicos Españoles en Estados Unidos
Start date: 2019
- 9** **Name of the society:** Marie Curie Alumni Association (MCAA)
Affiliation entity: Marie Curie Alumni Association (MCAA)
Start date: 2018
- 10** **Name of the society:** European Marketing Academy (EMAC)
Start date: 2016
- 11** **Name of the society:** Investigación y Modernización en Marketing y Turismo
Affiliation entity: Universidad de Castilla-La Mancha
Type of entity: University
Start date: 2016



- 12 Name of the society:** Society for Marketing Advances (SMA)
Affiliation entity: Society for Marketing Advances (SMA)
Start date: 2009
- 13 Name of the society:** Asociación Española de Marketing Académico y Profesional (AEMARK)
Affiliation entity: Asociación Española de Marketing Académico y Profesional (AEMARK)
Start date: 2006
- 14 Name of the society:** Spanish Research Agency
Affiliation entity: Agencia Estatal de investigación **Type of entity:** State agency

Co-operation networks

- 1 Name of the network:** International Science Council
Start date: 2023
- 2 Name of the network:** Science in the Parliament
Start date: 2023
- 3 Name of the network:** State Investigation Agency
Identification of the network: Expert
Start date: 2023
- 4 Name of the network:** ADU Global Engagement Program
Identification of the network: Cooperación en términos de investigación y docencia con la Universidad de Abu Dhabi
Participating entity/entities: Universidad de Abu Dhabi **Type of entity:** University
Start date: 2021
- 5 Name of the network:** Bilateral agreement
Participating entity/entities: Karabuk University, Turkey
Start date: 2009
- 6 Name of the network:** Bilateral agreement
Participating entity/entities: Rouen University, France
Start date: 2009

Prizes, mentions and distinctions

- 1 Description:** Best final degree thesis
Awarding entity: Madrid College of Economists
Conferral date: 2024
- 2 Description:** One of the 150 professionals most influential in tourism
Awarding entity: Sergestur
Conferral date: 2024



- 3** **Description:** Best paper award
Awarding entity: IFITT-International Federation for IT and Travel and Tourism **Type of entity:** Associations and Groups
City awarding entity: Johannesburg, South African Republic
Conferral date: 2023
- 4** **Description:** One of the 150 professionals most influential in tourism
Awarding entity: Sergestur **Type of entity:** Associations and Groups
Conferral date: 2023
- 5** **Description:** One of the 250 leading international experts in market research and business intelligence
Awarding entity: European Society for Opinion and Market Research (ESOMAR)
Conferral date: 2023
- 6** **Description:** Young Researcher Award
Awarding entity: Government of Castilla-La Mancha
Conferral date: 2022
- 7** **Description:** First prize in 6th World Research Summit for Hospitality and Tourism
Awarding entity: UCF Rosen College of Hospitality Management
City awarding entity: Orlando, United States of America
Conferral date: 2021
- 8** **Description:** Award for an end-of-degree project
Awarding entity: University of Castilla-La Mancha
City awarding entity: Ciudad Real, Spain
Conferral date: 2018
- 9** **Description:** Highly commended award winner 2019 Literati
Awarding entity: Emerald publishing **Type of entity:** Business
City awarding entity: Bingley, United Kingdom
Conferral date: 2018
- 10** **Description:** Top downloaded article 2017-2018
Awarding entity: Wiley Publishing **Type of entity:** Business
City awarding entity: Nueva Jersey, United States of America
Conferral date: 2017
- 11** **Description:** Award for an end-of-degree project
Awarding entity: University of Castilla-La Mancha
City awarding entity: Ciudad Real, Spain
Conferral date: 2016
- 12** **Description:** Highly Commended Award Winner in Hospitality and Tourism
Awarding entity: Emerald/EFMD Publishing **Type of entity:** Business
City awarding entity: Bingley, United Kingdom
Conferral date: 2014



- 13** **Description:** Award for the best doctoral thesis in marketing
Awarding entity: Spanish Association of Academic and Professional Marketing
City awarding entity: Madrid, Spain
Conferral date: 2013
- 14** **Description:** Extraordinary Doctorate Award
Awarding entity: University of Castilla-La Mancha
City awarding entity: Spain
Conferral date: 2013
- 15** **Description:** Best Doctoral Thesis in the field of Social Sciences
Awarding entity: Cátedra QUANDO **Type of entity:** University Research Institute
City awarding entity: Toledo, Spain
Conferral date: 2012
- 16** **Description:** Best business innovation project award
Awarding entity: Ciudad Real Business Foundation
City awarding entity: Spain
Conferral date: 2007

Other distinctions (professional or business career)

- 1** **Description:** Member of the Global Young Academy
Awarding entity: Global Young Academy
City awarding entity: Berlin, Germany
Conferral date: 2023
- 2** **Description:** Tourism expert
Awarding entity: Comisión Europea **Type of entity:** European Institution
City awarding entity: Brussels, Belgium
Conferral date: 2022
- 3** **Description:** Full Member of the Young Academy of Spain
Awarding entity: Academia Joven de España
Conferral date: 2021
- 4** **Description:** Representative in the field of Social Sciences within the Seal of Excellence for Human Resources in Research (RS4R).
Awarding entity: University of Castilla-La Mancha
Conferral date: 2019



Periods of research activity and knowledge transfer

- 1 **Certifying entity:** Agencia Nacional de Evaluación de la Calidad y Acreditación **Type of entity:** ANECA
Date of recognition: 2022
- 2 **Certifying entity:** Agencia Nacional de Evaluacion de la Calidad y Acreditacion **Type of entity:** State agency
City certifying entity: Madrid, Spain
Date of recognition: 2018

Obtained accreditations/recognitions

- 1 **Description:** Certificate I3
Accrediting entity: Ministerio de Universidades **Type of entity:** State agency
City accrediting entity: Madrid, Spain
Date of recognition: 2023
- 2 **Description:** Full Professor Accreditation
Accrediting entity: Agencia Nacional de Evaluación de la Calidad y Acreditación **Type of entity:** Body
Date of recognition: 2020

Other merits of research activity

An important aspect she has tried to convey is the promotion of professional scientific careers, within a higher education system that enables potential researchers to design, create, develop and undertake new and innovative projects, to work both in teams and independently and to seek solutions to society's major problems in all areas. Involvement with young people and helping other people and/or those with special needs have been key elements in its trajectory. In this sense, the supervision of doctoral theses is considered by the candidate as a fundamental activity to train young people in the field of research, always with an international and inclusive perspective. During her stay in the United States, she intensified her involvement in volunteer activities aimed at young people, highlighting her participation as a tutor at Preuss College, where the applicant helped students with limited economic resources to obtain excellent grades to access university. This connection with young people has been reflected throughout her academic career.