

# Curriculum Vitae



Universitat  
d'Alacant

**Dr. FERNANDO CAMPAYO SÁNCHEZ**

**Position:** Assistant professor

**Date:** 08/06/2024

## 1. ACADEMIC BACKGROUND

### 1.1 Academic degrees

DEGREE: **BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT**

INSTITUTION: **UNIVERSITY OF ALICANTE**

DATE: **16/07/2014**

DEGREE: **LAW DEGREE**

INSTITUTION: **UNIVERSITY OF ALICANTE**

DATE: **16/07/2014**

DEGREE: **MASTER OF BUSINESS ADMINISTRATION (MBA)**

INSTITUTION: **UNIVERSITY OF ALICANTE**

DATE: **26/09/2016**

DEGREE: **DOCTORATE IN BUSINESS, ECONOMICS AND SOCIETY**

INSTITUTION: **UNIVERSITY OF ALICANTE**

THESIS TITLE: **PRODUCT ENTRY AND SURVIVAL: AN ANALYSIS OF RIVALRY AS AN EXPLANATORY FACTOR.**

THESIS SUPERVISORS: **FRANCISCO JOSÉ MAS RUIZ** (DEPARTMENT OF MARKETING, FACULTY OF ECONOMICS AND BUSINESS SCIENCES, UNIVERSITY OF ALICANTE) AND **JUAN LUIS NICOLAU GONZÁLBIZ** (HOWARD FEIERTAG DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT, PAMPLIN COLLEGE OF BUSINESS, VIRGINIA TECH).

DEFENSE DATE: **11/06/2021**

GRADE: **OUTSTANDING CUM LAUDE (UNANIMOUSLY)**

EUROPEAN DOCTORATE OR WITH INTERNATIONAL MENTION (YES / NO): **YES**

### 1.2 Other merits

**EXTRAORDINARY BACHELOR'S DEGREE AWARD IN BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXTRAORDINARY AWARD FOR LAW DEGREE**

**CERTIFICATE OF ACADEMIC EXCELLENCE FROM THE CONSELLERIA D'EDUCACIÓ DE LA GENERALITAT VALENCIANA (BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT)**

## 2. RESEARCH EXPERIENCE

### 2.1 Scientific publications (books, book chapters, and publications in periodical journals)

#### 2.1.1. Articles in scientific journals with ISSN

AUTHORS: **ABDELKADER ALI, A.; CAMPAYO SÁNCHEZ, F.; RUIZ MORENO, F.**

TITLE: **BANKING WITH PURPOSE: THE IMPACT OF CSR-S ON CUSTOMER BEHAVIOR DURING THE COVID-19**

JOURNAL NAME: **EUROPEAN JOURNAL OF MANAGEMENT AND BUSINESS ECONOMICS**

PAGES: **1-24**

YEAR OF PUBLICATION: **2024**

DOI: <https://doi.org/10.1108/EJMBE-09-2023-0301>

AUTHORS: **MARTÍNEZ NAVARRO, J.; CAMPAYO SÁNCHEZ, F.; OSTROVSKAYA, L.**

**TITLE: MAPPING THE EVOLUTION OF TOURISM RESEARCH: THE SPANISH CASE**  
**JOURNAL NAME: JOURNAL OF HISTORICAL RESEARCH IN MARKETING**  
**VOLUME: 16**  
**NUMBER: 1**  
**PAGES: 96-121**  
**YEAR OF PUBLICATION: 2023**  
**DOI: <https://doi.org/10.1108/JHRM-07-2023-0030>**

**AUTHORS: SELLERS RUBIO, R.; MAS RUIZ, F.; CAMPAYO SÁNCHEZ, F.**  
**TITLE: QUALITY OF AN EXPERIENCE GOOD: THE INTERACTION OF PRICE AND ADVERTISING AS A DETERMINING FACTOR**  
**JOURNAL NAME: TOTAL QUALITY MANAGEMENT & BUSINESS EXCELLENCE**  
**VOLUME: 34**  
**NUMBER: 7**  
**PAGES: 807-826**  
**YEAR OF PUBLICATION: 2023**  
**DOI: <https://doi.org/10.1080/14783363.2022.2112515>**

**AUTHORS: SANCHO ESPER, F. M.; OSTROVSKAYA, L.; RODRÍGUEZ SÁNCHEZ, C.; CAMPAYO SÁNCHEZ, F.**  
**TITLE: VIRTUAL REALITY IN RETIREMENT COMMUNITIES: TECHNOLOGY ACCEPTANCE AND TOURIST DESTINATION RECOMMENDATION**  
**JOURNAL NAME: JOURNAL OF VACATION MARKETING**  
**VOLUME: 29**  
**NUMBER: 2**  
**PAGES: 275-290**  
**YEAR OF PUBLICATION: 2023**  
**DOI: <https://doi.org/10.1177/13567667221080567>**

### **2.1.2. Books and book chapters**

**AUTHORS: RODRÍGUEZ SÁNCHEZ, C.; SANCHO ESPER, F. M.; CAMPAYO SÁNCHEZ, F.**  
**CHAPTER TITLE: HOW CAN SOCIAL MARKETING HELP THE SUSTAINABILITY OF WATER USE IN TOURISM? THE CASE OF TOURIST ACCOMMODATION**  
**BOOK TITLE: [SOCIAL MARKETING AND SUSTAINABLE DEVELOPMENT GOALS \(SDGS\) / GALAN-LADERO, M.M.; ALVES, H.M. \(EDS.\)](#)**  
**PAGES: 321-337**  
**PUBLISHER: SPRINGER**  
**COUNTRY OF PUBLICATION: GERMANY**  
**YEAR OF PUBLICATION: 2023**  
**ISBN: 978-3-031-27376-6**  
**DOI: <https://doi.org/10.1007/978-3-031-27377-3>**

**AUTHORS: CAMPAYO SÁNCHEZ, F.; SANCHO ESPER, F. M.; RODRÍGUEZ SÁNCHEZ, C.; OSTROVSKAYA, L.; MARTÍNEZ NAVARRO, J.; ROMERO ORTIZ, A.; FERNÁNDEZ DIAZ, F. M.; MORA FERNÁNDEZ, C.; BRUNO, J.M.; CASADO ARANDA, L.A.**  
**CHAPTER TITLE: BRINGING TECHNOLOGY CLOSER TO THE CLASSROOM: IMPLEMENTATION AND USE OF FREE SOFTWARE (JASP) IN QUANTITATIVE MARKET RESEARCH.**  
**BOOK TITLE: [MEMORIA DEL PROGRAMA DE REDES-13CE DE CALIDAD, INNOVACIÓN E INVESTIGACIÓN EN DOCENCIA UNIVERSITARIA. CONVOCATORIA 2021-22 / SATORRE CUERDA, R. \(COORD.\); MENARGUES MARCILLA, M.A.; DÍEZ ROS, R.; PELLÍN BUADES, N. \(EDS.\)](#)**  
**PAGES: 1141-1169**  
**PUBLISHER: INSTITUTO DE CIENCIAS DE LA EDUCACIÓN (ICE) OF THE UNIVERSITY OF ALICANTE**  
**COUNTRY OF PUBLICATION: SPAIN**  
**YEAR OF PUBLICATION: 2022**  
**ISBN: 978-84-09-45382-5**  
**URL: <https://rua.ua.es/dspace/handle/10045/130244>**

**AUTHORS:** SELLERS RUBIO, R.; CASADO DÍAZ, A.B.; ROMERO ORTIZ, A.; CAMPAYO SÁNCHEZ, F.; FERNÁNDEZ DIAZ, F. M.

**CHAPTER TITLE:** BETTING ON PASSING: THE INFLUENCE OF GENDER IN ASSESSMENT TESTS.  
**BOOK TITLE:** MEMORIA DEL PROGRAMA DE REDES-3CE DE CALIDAD, INNOVACIÓN E INVESTIGACIÓN EN DOCENCIA UNIVERSITARIA. CONVOCATORIA 2020-21 / SATORRE CUERDA, R. (COORD.); MENARGUES MARCILLA, M.A.; DÍEZ ROS, R.; PELLÍN BUADES, N. (EDS.)

**PAGES:** 483-499

**PUBLISHER:** INSTITUTO DE CIENCIAS DE LA EDUCACIÓN (ICE) OF THE UNIVERSITY OF ALICANTE

**COUNTRY OF PUBLICATION:** SPAIN

**YEAR OF PUBLICATION:** 2021

**ISBN:** 978-84-09-34941-8

**URL:** <http://rua.ua.es/dspace/handle/10045/119970>

**AUTHORS:** SANCHO ESPER, F. M.; RODRÍGUEZ SÁNCHEZ, C.; OSTROVSKAYA, L.; CAMPAYO SÁNCHEZ, F.; ROMERO ORTIZ, A.; FERNÁNDEZ DIAZ, F. M.; VIVES, ALDRIC; MORA FERNÁNDEZ, CARLOS

**CHAPTER TITLE:** QUALITATIVE RESEARCH IN MARKETING USING ATLAS.TI: DEVELOPMENT, APPLICATION AND EVALUATION IN A NEW SUBJECT OF THE DEGREE IN MARKETING.

**BOOK TITLE:** MEMORIA DEL PROGRAMA DE REDES-3CE DE CALIDAD, INNOVACIÓN E INVESTIGACIÓN EN DOCENCIA UNIVERSITARIA. CONVOCATORIA 2020-21 / SATORRE CUERDA, R. (COORD.); MENARGUES MARCILLA, M.A.; DÍEZ ROS, R.; PELLÍN BUADES, N. (EDS.)

**PAGES:** 3509-3532

**PUBLISHER:** INSTITUTO DE CIENCIAS DE LA EDUCACIÓN (ICE) OF THE UNIVERSITY OF ALICANTE

**COUNTRY OF PUBLICATION:** SPAIN

**YEAR OF PUBLICATION:** 2021

**ISBN:** 978-84-09-34941-8

**URL:** <http://rua.ua.es/dspace/handle/10045/119970>

**AUTHORS:** OSTROVSKAYA, L.; SANCHO ESPER, F. M.; RODRÍGUEZ SÁNCHEZ, C.; MIQUEL ROMERO, M. J.; CAMPAYO SÁNCHEZ, F.; ROMERO ORTIZ, A.; PÉREZ SERVER, E.; FERNÁNDEZ DIAZ, F. M.

**CHAPTER TITLE:** THE TECHNIQUE OF COLLECTING DOUBTS ANONYMOUSLY THROUGH CRITICAL INCIDENT QUESTIONNAIRES (CUICS) AS A TOOL TO IMPROVE LEARNING AND INCREASE STUDENT MOTIVATION.

**BOOK TITLE:** REPORT OF THE 3CE-NETWORKS PROGRAM FOR QUALITY, INNOVATION AND RESEARCH IN UNIVERSITY TEACHING. CONVOCATORIA 2019-20 / ROIG VILA, R. (COORD.); ANTOLÍ MARTÍNEZ, J.M.; DÍEZ ROS, R.; PELLÍN BUADES, N. (EDS.)

**PAGES:** 679-687

**PUBLISHER:** INSTITUTO DE CIENCIAS DE LA EDUCACIÓN (ICE) OF THE UNIVERSITY OF ALICANTE

**COUNTRY OF PUBLICATION:** SPAIN

**YEAR OF PUBLICATION:** 2020

**ISBN:** 978-84-09-24478-2

**URL:** <https://rua.ua.es/dspace/handle/10045/111812>

**AUTHORS:** SANCHO ESPER, F. M.; RODRÍGUEZ SÁNCHEZ, C.; OSTROVSKAYA, L.; RUIZ MORENO, M. F.; CAMPAYO SÁNCHEZ, F.; ROMERO ORTIZ, A.; MAS RUIZ, F. J.; FERNÁNDEZ DIAZ, F. M.; WAGNER, C. M.

**CHAPTER TITLE:** GAMIFICATION AS A TOOL FOR MOTIVATION, LEARNING AND EVALUATION IN THE FIELD OF BUSINESS AND MARKETING

**BOOK TITLE:** MEMORIA DEL PROGRAMA DE REDES-3CE DE CALIDAD, INNOVACIÓN E INVESTIGACIÓN EN DOCENCIA UNIVERSITARIA. CONVOCATORIA 2018-19 / ROIG VILA, R. (COORD.); ANTOLÍ MARTÍNEZ, J.M.; LLEDÓ CARRERES, A.; PELLÍN BUADES, N. (EDS.)

**PAGES:** 1579-1597

**PUBLISHER:** INSTITUTO DE CIENCIAS DE LA EDUCACIÓN (ICE) OF THE UNIVERSITY OF ALICANTE

**COUNTRY OF PUBLICATION:** SPAIN

**YEAR OF PUBLICATION:** 2019/ISBN: 978-84-09-15746-4

**URL:** <https://rua.ua.es/dspace/handle/10045/101595>

## **2.2. Contributions to scientific congresses and conferences**

**AUTHORS:** Campayo-Sánchez, F.; Celdrán-Bernabéu, M.; Martínez-Navarro, J.; Sellers-Rubio, R.  
**TITLE:** [THE USE OF TOURISM TECHNOLOGIES IN THE FRAMEWORK OF SMART DESTINATIONS.](#)  
**CONGRESS:** [XXXIV INTERNATIONAL MARKETING CONGRESS \(AEMARK\)](#)  
**PLACE:** POZUELO DE ALARCÓN (SPAIN)  
**DATE:** FROM 06/09/2023 TO 08/09/2023

**AUTHORS:** Campayo-Sánchez, F.; Mas-Ruiz, F.J.  
**TITLE:** [NAVIGATING THE MARKET AFTER AN INNOVATION SHOCK: THE IMPACT OF COMPETITION ON PRODUCT QUALITY.](#)  
**CONGRESS:** [XXXIV INTERNATIONAL MARKETING CONGRESS \(AEMARK\)](#)  
**PLACE:** POZUELO DE ALARCÓN (SPAIN)  
**DATE:** FROM 06/09/2023 TO 08/09/2023

**AUTHORS:** Abdelkader Ali, A.; Campayo-Sánchez, F.; Ruiz-Moreno, F.  
**TITLE:** [THE INFLUENCE OF CSR-S COMMUNICATIONS ON CUSTOMERS BEHAVIORAL INTENTIONS AMID COVID-19 IN THE BANKING INDUSTRY](#)  
**CONGRESS:** [XXXIV CONGRESO INTERNACIONAL DE MARKETING \(AEMARK\)](#)  
**PLACE:** POZUELO DE ALARCÓN (SPAIN)  
**DATE:** FROM 06/09/2023 TO 08/09/2023

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.  
**TITLE:** [NAVIGATING THE MARKET AFTER INNOVATION SHOCK: THE IMPORTANCE OF COMPETING AGAINST MYSELF AND OTHERS](#)  
**CONGRESS:** [32ND INTERNATIONAL CONFERENCE ACEDE 2023](#)  
**PLACE:** ALICANTE (SPAIN)  
**DATE:** FROM 25/06/2023 TO 27/06/2023

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.  
**TITLE:** [THE QUICKEST RESPONSE IS ACTION: THE IMPACT OF COMPETITIVE COMPARISON AFTER AN INNOVATION SHOCK](#)  
**CONGRESS:** [2023 ANNUAL CONFERENCE OF THE ACADEMY OF MARKETING SCIENCE \(AMS\)](#)  
**PLACE:** NEW ORLEANS (USA)  
**DATE:** FROM 17/05/2023 TO 20/05/2023

**AUTHORS:** Rodríguez-Sánchez, C.; Sancho-Esper, F.M.; Campayo Sánchez, F.  
**TITLE:** [A SYSTEMATIC REVIEW OF SOCIAL MARKETING INTERVENTIONS TO PROMOTE PRO-ENVIRONMENTAL BEHAVIOR USING CBSM BENCHMARK CRITERIA](#)  
**CONGRESS:** [1ST RESEARCH INNOVATIONS IN SUSTAINABLE MARKETING \(RISM 2023\)](#)  
**PLACE:** HONOLULU (USA) ONLINE  
**DATE:** FROM 14/03/2023 TO 16/03/2023

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.  
**TITLE:** [RIVALRY, INNOVATION SHOCK AND NEW PRODUCT LAUNCHES: THE ROLE OF COMPETITIVE COMPARISON](#)

CONGRESS: [SOCIETY FOR ADVANCEMENT OF MANAGEMENT INTERNATIONAL BUSINESS CONFERENCE 2023 \(SAM 2023\)](#)

PLACE: NASHVILLE (USA)

DATE: FROM 13/03/2023 TO 18/03/2023

AUTHORS: Sellers-Rubio, R.; Mas Ruiz, F. J.; Campayo Sánchez, F.

TITLE: [IN THE MIDDLE GROUND LIES VIRTUE: THE IMPACT OF PRICE AND ADVERTISING INVESTMENT ON THE PERCEIVED QUALITY OF EXPERIENCE GOODS.](#)

CONGRESS: [XXXIII INTERNATIONAL MARKETING CONFERENCE \(AEMARK\).](#)

PLACE: VALENCIA (SPAIN)

DATE: FROM 07/09/2022 TO 09/07/2022

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.

TITLE: [DAVIDS AND GOLIATHS: THE IMPACT OF COMPETITIVE COMPARISONS OF GENERALIST AND SPECIALIST FIRMS ON THE COMMERCIAL LONGEVITY OF THE PRODUCT.](#)

CONGRESS: [XXXIII INTERNATIONAL MARKETING CONFERENCE \(AEMARK\).](#)

PLACE: VALENCIA (SPAIN)

DATE: FROM 07/09/2022 TO 09/07/2022

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.

TITLE: [THE FOLLOWER'S DILEMMA: AN ANALYSIS OF THE IMPACT OF COMPETITIVE COMPARISONS ON THE LAUNCH OF ELECTRIC VEHICLES AFTER AN INNOVATION SHOCK](#)

CONGRESS: [EURAM 2022 ANNUAL CONFERENCE.](#)

PLACE: WINTERTHUR/ZURICH (SWITZERLAND)

DATE: FROM 15/06/2022 TO 17/06/2022

AUTHORS: Campayo Sánchez, F.; Sancho-Esper, F.M.; Rodríguez-Sánchez, C.; Guillén-Davó, M.

TITLE: [TECHNOLOGY ACCEPTANCE BY STUDENTS: QUALITATIVE MARKETING RESERCH WITH ATLAS.TI](#)

CONGRESS: [IX WORKSHOP FOR YOUNG RESEARCHERS IN BUSINESS AND ECONOMICS](#)

PLACE: CALATAYUD (SPAIN)

DATE: FROM 31/08/2022 TO 2/09/2022

AUTHORS: Sancho-Esper, F.M.; Vives-Maruffy, A.; Rodríguez-Sánchez, C.; Ostrovskaya, L.; Campayo Sánchez, F.; Mora, C.; Romero Ortiz, A.; Fernández-Díaz, F.M.

TITLE: [QUALITATIVE RESEARCH IN MARKETING USING ATLAS.TI: DEVELOPMENT, APPLICATION AND EVALUATION IN A NEW SUBJECT OF THE MARKETING DEGREE.](#)

CONGRESS: [IV AJICEDE CONGRESS.](#)

PLACE: MADRID (SPAIN)

DATE: FROM 16/12/2021 TO 17/12/2021

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.

TITLE: [WHEN SHOULD COMPANIES MARKET THEIR INNOVATIVE PRODUCTS? THE IMPORTANCE OF MANAGERIAL ATTENTION](#)

CONGRESS: [THE 14TH ACIEK ACADEMY CONFERENCE. INNOVATION, MANAGEMENT AND GOVERNANCE FOR SUSTAINABLE GROWTH.](#)

PLACE: PARÍS (FRANCE) IN ONLINE MODALITY

DATE: FROM 14/06/2021 TO 16/06/2021

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau Gonzálbez, J. L.

TITLE: [ENTRY INTO NEW POSITIONS IN THE SPANISH AUTOMOTIVE MARKET](#)

CONGRESS: [XXXV ANNUAL CONGRESS OF THE EUROPEAN ACADEMY OF MANAGEMENT AND BUSINESS ECONOMICS \(AEDEM\). DIGITALIZATION OF ORGANIZATIONS: COMPETITIVE ADVANTAGE](#)

**OR FORCED ADAPTATION.**

PLACE: LOGROÑO (SPAIN) IN ONLINE MODALITY

DATE: FROM 03/06/2021 TO 04/06/2021

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.

TITLE: **THE INFLUENCE OF COMPETITIVE COMPARISON ON THE COMMERCIAL LONGEVITY OF THE PRODUCT.**

CONGRESS: **XXXV ANNUAL CONGRESS OF THE EUROPEAN ACADEMY OF MANAGEMENT AND BUSINESS ECONOMICS (AEDEM).DIGITALIZATION OF ORGANIZATIONS: COMPETITIVE ADVANTAGE OR FORCED ADAPTATION.**

PLACE: LOGROÑO (SPAIN) IN ONLINE MODALITY

DATE: FROM 03/06/2021 TO 04/06/2021

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.

TITLE: **SHOULD CAR COMPANIES LAUNCH ELECTRIC VEHICLES? THE IMPORTANCE OF COMPETITIVE COMPARISONS AFTER AN INNOVATION SHOCK**

CONGRESS: **THE 50TH EDITION OF THE EUROPEAN MARKETING ACADEMY EMAC CONFERENCE.**

PLACE: MADRID (SPAIN) IN ONLINE MODALITY

DATE: FROM 25/05/2021 TO 28/05/2021

AUTHORS: Ostrovskaya, L.; Sancho-Esper, F.M.; Rodriguez-Sanchez, C.; Campayo-Sánchez, F.; Romero-Ortiz, A.

TITLE: **ACCEPTANCE OF TECHNOLOGY IN TOURISM: VIRTUAL REALITY IN THE ELDERLY SEGMENT.**

CONGRESS: **III IBEROAMERICAN CONGRESS OF YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS MANAGEMENT.**

PLACE: SEVILLE (SPAIN) IN ONLINE MODALITY

DATE: FROM 26/11/2020 TO 27/11/2020

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.

TITLE: **BATTLE ROYALE AT THE PRODUCT LEVEL? THE ROLE OF RIVALRY IN COMMERCIAL LONGEVITY**

CONGRESS: **III IBERO-AMERICAN CONGRESS OF YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS ADMINISTRATION**

PLACE: SEVILLA (SPAIN) IN ONLINE MODALITY

DATE: FROM 26/11/2020 TO 27/11/2020

AUTHORS: Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.

TITLE: **SURVIVAL COMPETITION BASED ON RIVAL'S PERCEPTIONS AND THEIR INFLUENCE ON PRODUCT**

CONGRESS: **9TH INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC DEVELOPMENT (ICBED)**

PLACE: ONLINE

DATE: FROM 20/08/2020 TO 22/08/2020

AUTHORS: Ostrovskaya, L.; Rodriguez-Sanchez, C.; Sancho-Esper, F.M.; Campayo-Sánchez, F.; Romero-Ortiz, A.

TITLE: **NEW OPPORTUNITIES FOR CULTURAL DESTINATIONS: THE USE OF VIRTUAL REALITY IN THE SENIOR SEGMENT**

CONGRESS: **CREATIVE INDUSTRIES GLOBAL CONFERENCE 2019**

PLACE: ELCHE (SPAIN)

DATE: FROM 24/10/2019 TO 25/10/2019

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.  
**TITLE:** [SURVIVAL AND RIVALRY BETWEEN PRODUCTS](#)  
**CONGRESS:** [XXXI INTERNATIONAL MARKETING CONGRESS \(AEMARK\)](#)  
**PLACE:** CÁCERES (SPAIN)  
**DATE:** FROM 11/09/2019 TO 13/09/2019

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.  
**TITLE:** [DURABILITY AND COMPETITION OF THE PRODUCTS OF THE STRATEGIC GROUPS OF COMPANIES](#)  
**CONGRESS:** [VII WORKSHOP OF YOUNG RESEARCHERS IN BUSINESS AND ECONOMICS](#)  
**PLACE:** HUESCA (SPAIN)  
**DATE:** FROM 04/09/2019 TO 06/09/2019

**AUTHORS:** Campayo Sánchez, F.; Mas Ruiz, F. J.; Nicolau González, J. L.  
**TITLE:** [RIVALRY AND LIFE CYCLE IN THE AUTOMOBILE SECTOR](#)  
**CONGRESS:** [XXXIII INTERNATIONAL CONGRESS OF APPLIED ECONOMICS ASEPELT 2019: BLUE ECONOMY](#)  
**PLACE:** VIGO (SPAIN)  
**DATE:** FROM 19/06/2019 TO 23/06/2019

**2.3. Participation in research projects obtained in public calls for proposals and/or research contracts with companies or the administration.**

**TITLE OF PROJECT OR CONTRACT:** [MARKETING VIGROB-160 \(UADIF23-123\)](#)  
**FUNDING ENTITY:** [UNIVERSITY OF ALICANTE](#)  
**TYPE OF CALL (EU / national / CCAA / other entities):** **OTHER ENTITIES**  
**DURATION:** **FROM: 01/01/2024 TO 31/12/2024**  
**PRINCIPAL INVESTIGATOR:** **MANUEL FELIPE RUIZ MORENO**  
**NUMBER OF PARTICIPATING RESEARCHERS:** 11  
**DEGREE OF RESPONSIBILITY OF THE PARTICIPANT:** **COLLABORATOR / RESEARCHER**  
**AMOUNT:** **646.19 €.**

**TITLE OF PROJECT OR CONTRACT:** [MARKETING VIGROB-160 \(VIGROB23-160\)](#)  
**FINANCING ENTITY:** [UNIVERSITY OF ALICANTE](#)  
**TYPE OF CALL (EU / national / CCAA / other entities):** **OTHER ENTITIES**  
**DURATION:** **FROM: 01/01/2024 TO 31/12/2024**  
**PRINCIPAL INVESTIGATOR:** **MANUEL FELIPE RUIZ MORENO**  
**NUMBER OF PARTICIPATING RESEARCHERS:** 11  
**DEGREE OF RESPONSIBILITY OF THE PARTICIPANT:** **COLLABORATOR / RESEARCHER**  
**AMOUNT:** **1,212 €.**

**PROJECT OR CONTRACT TITLE:** [MARKETING VIGROB-160 \(UADIF22-122\)](#)  
**FUNDING ENTITY:** [UNIVERSITY OF ALICANTE](#)  
**TYPE OF CALL (EU / national / CCAA / other entities):** **OTHER ENTITIES**  
**DURATION:** **FROM: 01/01/2023 TO 31/12/2023**  
**PRINCIPAL INVESTIGATOR:** **MANUEL FELIPE RUIZ MORENO**  
**NUMBER OF PARTICIPATING RESEARCHERS:** 11  
**DEGREE OF RESPONSIBILITY OF THE PARTICIPANT:** **COLLABORATOR / RESEARCHER**  
**AMOUNT:** **729 €.**

**TITLE OF PROJECT OR CONTRACT:** [MARKETING VIGROB-160 \(VIGROB22-160\)](#)  
**FINANCING ENTITY:** [UNIVERSITY OF ALICANTE](#)  
**TYPE OF CALL (EU / national / CCAA / other entities):** **OTHER ENTITIES**

DURATION: **FROM: 01/01/2023 TO 31/12/2023**  
PRINCIPAL INVESTIGATOR: **MANUEL FELIPE RUIZ MORENO**  
NUMBER OF PARTICIPATING RESEARCHERS: **11**  
DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**  
AMOUNT: **1,952 €.**

TITLE OF PROJECT OR CONTRACT: **NEW TECHNOLOGIES AND SOCIAL MARKETING TO PROMOTE PRO-ENVIRONMENTAL BEHAVIORS (CIGE/2022/51)**

FUNDING ENTITY: **REGIONAL MINISTRY OF INNOVATION, UNIVERSITIES, SCIENCE AND DIGITAL SOCIETY**

TYPE OF CALL (EU / national / CCAA / other entities): **CCAA**

DURATION: **FROM: 01/01/2023 TO 31/12/2024**

PRINCIPAL INVESTIGATOR: **CARLA RODRÍGUEZ SÁNCHEZ**

Nº OF PARTICIPATING RESEARCHERS: **10**

DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**

AMOUNT: **19,854 €.**

TITLE OF PROJECT OR CONTRACT: **PRODUCT MANAGEMENT IN THE AUTOMOTIVE INDUSTRY: PRODUCT ENTRY, EXIT AND QUALITY, SURVIVAL OF THE PIONEER AND IDENTIFICATION OF THE RIVAL (PID2021-123453NB-I00)**

FUNDING AGENCY: **MINISTRY OF SCIENCE, INNOVATION, AND UNIVERSITIES**

TYPE OF CALL (EU / national / CCAA / other entities): **NATIONAL**

DURATION: **FROM: 01/09/2022 TO 31/08/2025**

PRINCIPAL INVESTIGATOR: **FRANCISCO JOSÉ MAS RUIZ**

Nº OF PARTICIPATING RESEARCHERS: **5**

DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**

AMOUNT: **50,820 €.**

TITLE OF THE PROJECT OR CONTRACT: **MARKETING VIGROB-160 (VIGROB21-160)**

TYPE OF CALL (EU / national / CCAA / other entities): **OTHER ENTITIES**

DURATION: **FROM: 01/01/2022 TO 31/12/2022**

PRINCIPAL INVESTIGATOR: **MANUEL FELIPE RUIZ MORENO**

NUMBER OF PARTICIPATING RESEARCHERS: **10**

DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**

AMOUNT: **1,670 €.**

TITLE OF PROJECT OR CONTRACT: **MARKETING VIGROB-160 (UADIF21-116)**

TYPE OF CALL (EU / national / CCAA / other entities): **OTHER ENTITIES**

DURATION: **FROM: 01/01/2022 TO 31/12/2022**

PRINCIPAL INVESTIGATOR: **MANUEL FELIPE RUIZ MORENO**

NUMBER OF PARTICIPATING RESEARCHERS: **10**

DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**

AMOUNT: **2,102 €.**

TITLE OF PROJECT OR CONTRACT: **MARKETING VIGROB-160 (VIGROB20-160)**

FUNDING ENTITY: **UNIVERSITY OF ALICANTE**

TYPE OF CALL (EU / national / CCAA / other entities): **OTHER ENTITIES**

DURATION: **FROM: 01/01/2021 TO 31/12/2021**

PRINCIPAL INVESTIGATOR: **ANA BELÉN CASADO DÍAZ**

Nº OF PARTICIPATING RESEARCHERS: **9**

DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**

AMOUNT: **1,435 €**

TITLE OF PROJECT OR CONTRACT: **MARKETING VIGROB-160 (UADIF20-25)**  
FUNDING ENTITY: **UNIVERSITY OF ALICANTE**  
TYPE OF CALL (EU / national / CCAA / other entities): **OTHER ENTITIES**  
DURATION: **FROM: 01/01/2021 TO 31/12/2021**  
PRINCIPAL INVESTIGATOR: **ANA BELÉN CASADO DÍAZ**  
NUMBER OF PARTICIPATING RESEARCHERS: **9**  
DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COLLABORATOR / RESEARCHER**  
AMOUNT: **1,287 €.**

#### **2.4. Research grants or contracts and stays at other universities and research centers after completion of studies.**

##### **2.4.1 Grants or contracts**

TITLE: **STAY AT VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, PAMPLIN COLLEGE OF BUSINESS, HOWARD FEIERTAG DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT (CIBEST/2022/191)**  
TYPE OF SCHOLARSHIP (predoctoral / postdoctoral): **POSTDOCTORAL**  
TYPE OF CALL (EU / national / CCAA / other entities): **CCAA.**  
PURPOSE: **GRANT TO CARRY OUT A POSTDOCTORAL STAY.**  
FINANCING ENTITY: **GENERALITAT VALENCIANA (CONSELLERIA DE INNOVACIÓN, UNIVERSIDADES, CIENCIA Y SOCIEDAD DIGITAL)**  
DURATION: **FROM 20/09/2023 TO 18/12/2023**  
PRINCIPAL INVESTIGATOR: **FERNANDO CAMPAYO SÁNCHEZ**  
DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COORDINATOR**  
AMOUNT: **5,100 €.**

TITLE: **STAY AT VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, PAMPLIN COLLEGE OF BUSINESS, HOWARD FEIERTAG DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT (BEFPI/2020/003)**  
TYPE OF SCHOLARSHIP (predoctoral / postdoctoral): **PREDOCTORAL**  
TYPE OF CALL (EU / national / CCAA / other entities): **CCAA.**  
PURPOSE: **GRANT FOR THE REALIZATION OF A PREDOCTORAL STAY.**  
FINANCING ENTITY: **GENERALITAT VALENCIANA (CONSELLERIA DE INNOVACIÓN, UNIVERSIDADES, CIENCIA Y SOCIEDAD DIGITAL)**  
DURATION: **FROM 01/08/2020 TO 01/11/2020**  
PRINCIPAL INVESTIGATOR: **FERNANDO CAMPAYO SÁNCHEZ**  
DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COORDINATOR**  
AMOUNT: **5,185 €.**

TITLE: **PRODUCT PROLIFERATION AS A COMPETITIVE STRATEGY AND ITS IMPLICATIONS ON PRICES (ACIF/2017/235).**  
TYPE OF GRANT (predoctoral / postdoctoral): **PREDOCTORAL**  
TYPE OF CALL (EU / national / CCAA / other entities): **CCAA.**  
PURPOSE: **SUBSIDY FOR THE HIRING OF PREDOCTORAL RESEARCH PERSONNEL.**  
FINANCING ENTITY: **GENERALITAT VALENCIANA (CONSELLERIA DE INNOVACIÓN, UNIVERSIDADES, CIENCIA Y SOCIEDAD DIGITAL)**  
DURATION: **FROM 15/12/2017 TO 24/03/2021**  
PRINCIPAL INVESTIGATOR: **JUAN LUIS NICOLAU GONZÁBEZ**  
NUMBER OF PARTICIPATING RESEARCHERS: **3**  
DEGREE OF RESPONSIBILITY OF THE PARTICIPANT: **COORDINATOR**  
AMOUNT: **72,743.06 €.**

##### **2.4.2 Stays at other universities and research centers after completion of studies.**

UNIVERSITY: **VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (VIRGINIA TECH), PAMPLIN COLLEGE OF BUSINESS.**  
INSTITUTION: **HOWARD FEIERTAG DEPARTMENT OF HOSPITALITY AND TOURISM**

**MANAGEMENT**

LOCATION: BLACKSBURG

COUNTRY: USA

DURATION: 09/20/2023 - 12/18/2023 (90 DAYS, 3 MONTHS)

NATURE OF STAY: POSTDOCTORAL

RANKINGS POSITION: Rankings of World Universities (ARWU, Shanghai): 201-300 BEST UNIVERSITIES IN THE WORLD/ QS World University Rankings: the Hospitality and Tourism Management department has the 5th best doctoral program in the United States and the 24th worldwide.

UNIVERSITY: **MUNSTER TECHNOLOGICAL UNIVERSITY (MTU)**

INSTITUTION: DEPARTMENT OF MARKETING & INTERNATIONAL BUSINESS

LOCATION: CORK

COUNTRY: IRELAND

DURATION: 01/02/2021 - 02/05/2021 (90 DAYS, 3 MONTHS)

STATUS: PREDOCTORAL

POSITION RANKINGS: WEBOMETRICS: 10 IN IRELAND (OUT OF 65), 2,292 IN THE WORLD

**2.5. Other relevant research merits not included in the above sections****MEMBERS OF RESEARCH GROUPS, ACADEMIC ASSOCIATIONS, AND SCIENTIFIC COMMITTEES**

Activity: **MEMBER OF THE RESEARCH GROUP "MARKETING".**

Department: MARKETING

Entity: UNIVERSITY OF ALICANTE

URL: <https://cvnet.cpd.ua.es/curriculum-breve/grp/es/marketing/483>

Date: from December 15, 2017 to March 24, 2021 (PREDOCTORAL) and from September 16, 2021 onwards.

ACTIVITY: **MEMBER OF THE SPANISH ASSOCIATION OF ACADEMIC AND PROFESSIONAL MARKETING (AEMARK).**

Organization: AEMARK, SPAIN

URL: <http://www.aemark.es/>

Date: 2019, 2022, 2023, 2024.

ACTIVITY: **MEMBER OF THE SCIENTIFIC COMMITTEE OF THE X WORKSHOP OF YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS.**

Organization: University of Zaragoza

URL: <https://workshopjovenesinvestigadores.wordpress.com/https-workshopjovenesinvestigadores-wordpress-com-ediciones-anteriores-10wji-huesca-2023/>

Date: 2023.

**PEER REVIEW ACTIVITIES**

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**

Journal: **BRITISH FOOD JOURNAL**

Impact factor: JCR 3.224 (Q2)

Entity: EMERALD INSIGHT

URL: <https://www.emerald.com/insight/publication/issn/0007-070X>

Date: March 2021

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**

Journal: **JOURNAL OF VACATION MARKETING**

Impact factor: JCR 5.1 (Q2)

Entity: SAGE

URL: <https://journals.sagepub.com/home/jvm>

Date: From October 2022 to November 2022 (2 rounds)

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **JOURNAL OF CONSUMER BEHAVIOUR**  
Impact factor: JCR 4.3 (Q3)  
Entity: WILEY  
URL: <https://onlinelibrary.wiley.com/journal/14791838>  
Date: May 2022

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **JOURNAL OF VACATION MARKETING**  
Impact factor: JCR 5.1 (Q2)  
Entity: SAGE  
URL: <https://journals.sagepub.com/home/jvm>  
Date: January 2022

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **ANNALS OF TOURISM RESEARCH**  
Impact factor: JCR 13.2 (Q1)  
Entity: ELSEVIER  
URL: <https://www.sciencedirect.com/journal/annals-of-tourism-research>  
Date: May 2023

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **ANNALS OF TOURISM RESEARCH**  
Impact factor: JCR 13.2 (Q1)  
Entity: ELSEVIER  
URL: <https://www.sciencedirect.com/journal/annals-of-tourism-research>  
Date: May 2023

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **ANNALS OF TOURISM RESEARCH**  
Impact factor: JCR 13.2 (Q1)  
Entity: ELSEVIER  
URL: <https://www.sciencedirect.com/journal/annals-of-tourism-research>  
Date: November 2023

Activity: **INTERNATIONAL ACADEMIC JOURNAL REVIEW**  
Journal: **ANNALS OF TOURISM RESEARCH**  
Impact factor: JCR 13.2 (Q1)  
Entity: ELSEVIER  
URL: <https://www.sciencedirect.com/journal/annals-of-tourism-research>  
Date: May 2024

#### **CONGRESSES ACCEPTED BUT NOT HELD DUE TO COVID-19 PANDEMIC**

AUTHORS: **Campayo Sánchez, F.;** **Mas Ruiz, F. J.;** **Nicolau Gonzálbez, J. L.**  
TITLE: **COMPETITION IN MARKETS AND PRODUCT SURVIVAL**  
CONGRESS: **THE 49TH EDITION OF THE EUROPEAN MARKETING ACADEMY EMAC CONFERENCE.**  
DATE: **FROM 26/05/2020 TO 29/05/2020**

#### **SESSION MODERATOR AT CONGRESSES**

#### **SESSION MODERATOR IN XXXII CONGRESS OF ACEDE**

Place of celebration: ALICANTE (SPAIN)  
Date of the congress: 06/27/2023

**SESSION MODERATOR AT THE XXXIV INTERNATIONAL MARKETING CONGRESS (AEMARK)**

**Place:** MADRID (SPAIN)

**Date of the congress:** 06/09/2023 - 08/09/2023

**AWARDS AND RECOGNITIONS**

**AWARD FOR THE BEST COMMUNICATION IN THE AREA OF TOURISM AT THE III IBEROAMERICAN CONGRESS OF YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS MANAGEMENT (AJICEDE).**

**Title of the communication:** Acceptance of technology in tourism: virtual reality in the segment of the elderly.

**Place:** SEVILLA (SPAIN) ONLINE MODALITY

**Date of the conference:** 26/11/2020 - 27/11/2020

**3. OTHER RELEVANT MERITS**

**KNOWLEDGE OF OTHER LANGUAGES (COURSES)**

**Title: ENGLISH LEVEL C1 (2ND PART)**

**Organization:** Selection and Training Service of the UA and AULAS.

**Venue:** University of Alicante

**Date and duration:** 20/09/2019 - 20/12/2019 (60 hs)

**Title: ENGLISH LEVEL C1 (1ST PART)**

**Organization:** Selection and Training Service of the UA and AULAS.

**Venue:** University of Alicante

**Date and duration:** 06/02/2019 - 28/05/2019 (60 hs)

**PREPARATION OF ACADEMIC MATERIALS FOR PROFESSIONAL ASSOCIATIONS**

PREPARATION, ADAPTATION, AND TRANSLATION INTO SPANISH OF THE MATERIAL FOR THE ONLINE COURSE "INTRODUCTION TO SOCIAL MARKETING" GIVEN BY THE INTERNATIONAL SOCIAL MARKETING ASSOCIATION (ISMA).

**PROJECTS OR STUDIES FOR PUBLIC ORGANIZATIONS**

**TITLE OF PROJECT OR CONTRACT:** ANALYSIS OF THE TOURIST OF THE CITY OF TORREVIEJA

**FINANCING ENTITY:** CITY COUNCIL OF TORREVIEJA

**PARTICIPATING RESEARCHERS:** SELLERS RUBIO, RICARDO; CAMPAYO SÁNCHEZ, FERNANDO; MARTÍNEZ NAVARRO, JESÚS; CELDRÁN BERNABÉU, MARCO MARCO A.

**ACCREDITATIONS GRANTED BY THE NATIONAL AGENCY FOR QUALITY EVALUATION AND ACCREDITATION (ANECA)**

**ASSISTANT PROFESSOR**

**ASSOCIATE PROFESSOR**

**PRIVATE UNIVERSITY PROFESSOR**