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Education

Ph.D. University, Faculty of Economics and Business (2007),
Dissertation: “Rivalry through a conjectural variations approach: evidence in the Spanish banking industry” – Supervisors: FJ Mas-Ruiz and A. Ladrón de Guevara.
M.Sc. University of Alicante. Marketing and Retail (1996)
B.Sc. (Hons) University of Alicante, Economics and Business Administration (1995)

Publications

Published peer-reviewed journal articles

- [1] Bagnato, G., Escobar, S.D., & **Ruiz Moreno, F.** (forthcoming). Sustainable Innovation Challenges Regarding the Wine Ecosystem Growth: A Comparative Time Analysis. *Journal of Knowledge Management*.
- [2] Abdelkader, AA, Campayo Sánchez, F, & **Ruiz Moreno, F.** (2024). Banking with purpose: the impact of CSR-S on customer behavior during the COVID-19. *European Journal of Management and Business Economics*. Advance online publication.
- [3] Espinosa-Blasco, M., Penagos-Londoño, G. I., **Ruiz-Moreno, F.**, & Vilaplana-Aparicio, M. J. (2024). New Insights on the Allocation of Innovation Subsidies: A Machine Learning Approach. *Journal of the Knowledge Economy*, 15(1), 2704-2725.
- [4] Orgilés-Amorós, M., **Ruiz Moreno, F.**, Penagos-Londoño, G.I. and Tabuenca-Cuevas, M. (2024), Twitter killed the media star: a historical evolution of marketing communication used by Spanish universities, *Journal of Historical Research in Marketing*, Vol. 16 No. 1, pp. 48-70. <https://doi.org/10.1108/JHRM-07-2023-0033>

- [5] Penagos-Londoño, G., **Ruiz-Moreno, F.**, & Sellers-Rubio, R. (2023). Modelling the group dynamics in the wine industry. *International Journal of Wine Business Research*, 35(1), 25-44.
- [6] Espinosa-Blasco, M., Penagos-Londoño, G. I., **Ruiz-Moreno, F.**, & Vilaplana-Aparicio, M. J. (2023). Unlocking the secrets of Spain's R&D subsidies: An advanced analysis of applicant companies. *Applied Mathematics and Nonlinear Sciences*.
- [7] Penagos-Londoño, G. I., **Ruiz-Moreno, F.**, Sellers-Rubio, R., Del Barrio-García, S., & Casado-Díaz, A. B. (2022). Consistency of expert product reviews: An application to wine guides. *Wine Economics and Policy*, 11(2), 51-60.
- [8] Miranda, JA, & **Ruiz-Moreno, F** (2022). Selling the past. The use of history as a marketing strategy in Spain, 1900-1980. *Business History*, 1-20.
- [9] Suay-Pérez, F., Penagos-Londoño, G. I., Porcu, L., & **Ruiz-Moreno, F.** (2022). Customer perceived integrated marketing communications: A segmentation of the soda market. *Journal of Marketing Communications*.
- [10] **Ruiz-Moreno, F**, Más-Ruiz, F, & Sancho-Esper, F (2021). Strategic Groups and Product Differentiation: Evidence from the Spanish Airline Market Deregulation. *Research in Transportation Economics*.
- [11] Penagos-Londoño, GI, Rodríguez-Sánchez, C, **Ruiz-Moreno, F**, & Torres, E (2021). A machine learning approach to segmentation of tourists based on perceived destination sustainability and trustworthiness. *Journal of Destination Marketing & Management*, 19, 100532.
- [12] Penagos-Londoño, GI, & **Ruiz-Moreno, F** (2019). Identifying dynamics in strategic groups. *Journal of Modelling in Management*. 14(2), 408-429.
- [13] Mas-Ruiz, FJ, & **Ruiz-Moreno, F** (2017). How Strategic groups act competitively within and across markets. *Managerial and Decision Economics*, 38(7), 1017-1032.
- [14] Mas-Ruiz, FJ, **Ruiz-Moreno, F**, & Ladrón de Guevara, A (2014). Asymmetric rivalry within and between strategic groups. *Strategic Management Journal*. 35, 419-439.
- [15] Casado-Díaz, AB, Nicolau-González, JL, **Ruiz-Moreno, F**, & Sellers-Rubio, R (2014). The differentiated effects of CSR actions in the service industry. *The Journal of Services Marketing*, 28, 558-565.
- [16] Nicolau-González, JL, & **Ruiz-Moreno, F** (2014). Who performs a stronger response to whom? Detecting individual competitive actions and reactions. *Review of Managerial Science*, 8(3), 385-403.
- [17] Casado-Díaz, AB, Nicolau-González, JL, **Ruiz-Moreno, F**, & Sellers-Rubio, R (2014). Industry-specific effect of CSR initiatives: hotels and airlines. *Kybernetes*. 43(3/4), 547-564.
- [18] Mas-Ruiz, FJ, & **Ruiz-Moreno, F** (2011). Rivalry within strategic groups and consequences for performance: the firm-size effects. *Strategic Management Journal*. 32, 1286-1308.
- [19] **Ruiz-Moreno, F**, Ladrón de Guevara, A & Más-Ruiz, FJ (2010), Development of a model of price competition in the Spanish loans market, *International Journal of Bank Marketing*, 28(6), 479-496.
- [20] **Ruiz-Moreno, F**, Más-Ruiz, F, & Nicolau-González, JL (2007). Two-stage choice process of foreign direct investment: ownership structure and diversification mode. *Journal of Business Research*. 60, 795-805.
- [21] Mas-Ruiz, FJ, Nicolau-González, JL, & **Ruiz-Moreno, F** (2006). Foreign diversification vs concentration strategies and firm performance: Moderating effects of the market, product and firm factors. *International Marketing Review*. 23, 54-82.

- [22] Mas-Ruiz, FJ, Nicolau-Gonzálbez, JL, & **Ruiz-Moreno, F** (2005), Asymmetric rivalry between strategic groups: response, speed of response, and ex-ante versus ex-post competitive interaction in the Spanish bank deposit market, *Strategic Management Journal*, 26, 713-745.
- [23] Mas-Ruiz, FJ, Nicolau-Gonzálbez, JL, & **Ruiz-Moreno, F** (2002), Foreign expansion strategy and performance, *International Marketing Review*, 19, 4, 348-368.
- [24] Mas-Ruiz, FJ, Nicolau-Gonzálbez, JL, & **Ruiz-Moreno, F** (2002). Rivalidad en el mercado español de depósitos bancarios: La teoría de los grupos estratégicos. *Moneda y crédito*, (215), 109-144.

Publications under review

- [1] A motivation-based study to explain accommodation choice of senior tourists: Hotel or Airbnb; with Nicolau, JL, & Rodríguez, C
- [2] Supplier Slip-Ups: How Mistakes Can Bite into Restaurant Market Value; with Raad, M., & Nicolau JL
- [3] The Manta Mystique: Destination Image and Its Effect on Tourist Citizenship Behavior and Willingness to Sacrifice; with Limonta, J, Abdelkader, AA & Zingone, L
- [4] Profiling tourists in the context of a smart tourist destination; with Campayo, F, Martínez, J, Ovtroskaya, L, & Sellers, R
- [5] From Frustration to Elation: The Transformative Power of Online Banking Recovery; with Abdelkader, AA, Andrei, A & Zingone, L
- [6] Foreign distribution entry mode choice: Firms' imitation behavior; with Campayo, F, & Mas, FJ
- [7] Cross-country examination of the impact of shopping motivations on impulse buying, post-purchase regret and negative WoM; with Choi, Y, Kim, J, & Abdelkader, AA

Research Funding

Principal investigator

- 2022-2025 Spanish Ministry of Economics and Business – “Analysis of sustainability in the tourism industry”
- 2019-2021 Spanish Ministry of Economics and Business – “Comprehensive analysis of the tourism industry from the perspectives of supply and demand behavior”
- 2017-2018 University of Alicante & Spanish Patent and Trademark Office – “Impact of brands in the Spanish economy and society (second edition)”
- 2012-2013 University of Alicante & Spanish Patent and Trademark Office – “Relation between exports and R&D&I strategies in companies with brands”
- 2011-2012 University of Alicante & Spanish Patent and Trademark Office – “Impact of brands in the Spanish economy and society”

Co-investigator

- 2019-2012 European Commission – Internationalization of Higher Education at the Philippines Network
- 2016 Agencia Valenciana de Turismo - Turisme Comunitat Valenciana, “Collaboration agreement for the promotion of research and innovation in the Valencian tourism sector”.
- 2009-2011 Spanish Ministry of Education, “Multi-industry and multi-activity analysis of the effect of incorporating corporate social responsibility on market value”

- 2007-2008 Generalitat Valenciana - Conselleria de Empresa, Universidad y Ciencia, “Comprehensive analysis of tourist choice behavior in the Valencia Region”
- 2004-2005 Generalitat Valenciana - Conselleria de Cultura, Educación y Deporte, “Pricing rivalry between strategic groups: Spanish bank credit market”
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Refereeing activity

International Journal of Contemporary Hospitality Management, British Journal of Management, Annals of Tourism Research, Strategic Management Journal, Management Decisions, European Management Review, European Research on Management and Business Economics, Marketing Intelligence & Planning, and Services Industries Journal, among others.

International conference presentations

- 2024 European Marketing Academy Conference, Bucharest, Romania.
- 2023 XXXIV Congreso Internacional de Marketing AEMARK, Madrid, Spain.
- 2022 XXXIII Congreso Internacional de Marketing AEMARK, Valencia, Spain.
- 2021 XXXII Congreso Internacional de Marketing AEMARK, Jaen, Spain.
- 2019 European Institute for Advanced Studies in Management – EIASM, Venecia, Italy
- 2018 XXX Congreso Internacional de Marketing AEMARK, Barcelona, Spain.
- 2015 XXVII Congreso Internacional de Marketing AEMARK, Pamplona, Spain.
- 2013 20th European Institute of Retailing and Services Studies, Philadelphia, USA.
- 2012 Annual International Conference of the Strategic Management Society, Prague, Czech Republic
- 2012 Conference of the European Marketing Academy, Lisbon, Portugal
- 2011 18th European Institute of Retailing and Services Studies, San Diego, USA.
- 2010 Annual International Conference of the Strategic Management Society, Rome, Italy
- 2009 16th European Institute of Retailing and Services Studies, Niagara Falls, Canada.
- 2007 36th European Marketing Academy Conference, Reykjavik, Iceland.
- 2006 35th European Marketing Academy Conference, Athens, Greece.
- 2006 Annual International Conference of the Strategic Management Society, Vienna, Austria.
- 2004 INFORMS Marketing Science Conference, Rotterdam, The Netherlands.
- 2002 Annual International Conference of the Strategic Management Society, Paris, France.
- 2001 31st European Marketing Academy Conference, Bergen, Norway.
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