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Marketing Department
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PRESENT - ACADEMIC

- **Present CHAIR OF MARKETING DEPARTMENT** Universidad Complutense de Madrid. www.ucm.es/info/marketing. (March 2014-PRESENT):
- **Present DIRECTOR OF MARKCO2z:** Academic Research Group in Marketing Modelling, and Consumer Behaviour Research. Universidad Complutense de Madrid. www.ucm.es/info/markco2. (Oct 2009-PRESENT): Banco de Santander, Liga de Fútbol Profesional, Instituto Superior de Internet Business, IKEA
- **Present Member of the PhD Board of the Business School** (2013- PRESENT).
- **Past COORDINATOR of Marketing PhD Program at UCM** (2007-2009)
- **Past ASSOCIATE DEAN OF INTERNATIONAL RELATIONS** at the faculty of Economics and Business UCM (2007-2011)
- **Present MASTER'S DEGREE DIRECTOR.** Master's degree in Marketing, Communication and Management of Videogames. Degree offered by Universidad Complutense and Playstation
- **Past MASTER'S DEGREE DIRECTOR.** Master's degree in Strategic Business Consulting and Management. Degree offered by Universidad Complutense.
- **Present MEMBER** of EMAC (European Marketing Academy), AEMARK (Spanish Marketing Association), AEDEMO (Spanish Academy of Market Research since 1994) and AEDEM (Spanish Academy of Management since 1992.).
- **Past Associate Chair** (till 2007) and Secretary of Marketing Department (1993-1999; 2004-05).

PRESENT- EDUCATION

- **PhD. DOCTOR OF ECONOMICS AND MANAGEMENT.** (October 1993). Cum Laude, maximum score obtained. Faculty of Economics and Business of Universidad Complutense. Madrid. Spain
- **DEGREE IN INFORMATION SCIENCES** (1988-1990) Awarded as the best student of the 1990 Academic year. Faculty of Information Sciences of Universidad Complutense. Madrid. Spain

TEACHING EXPERIENCE

- **PROFESSOR at COMPLUTENSE UNIVERSITY.** (1991-Present): Postgraduate courses at PhD Marketing Program (Customer Lifetime Value, Marketing Information Systems) and MBA (Principles of Marketing, Market Research), and undergraduate programs (Market Research (**Taught in English**), Principles of Marketing, Advertising, Market Segmentation and Positioning (**Taught in English**), Distribution Channels, Basic Market Research (**Taught in English**), etc.).
- **VISITING SCHOLAR IN CALIFORNIA POLYTECHNIC STATE UNIVERSITY, San Luis Obispo California (USA) 13 months.** (February – September 1999; August-Nov. 2012; August-Dec 2013).
- **VISITING SCHOLAR IN SAPIENZA UNIVERSITÀ DI ROMA.** (3 days in 2015) **Roma (Italy)**
- **VISITING SCHOLAR IN HOCHSCHULE FÜR WIRTSCHAFT UND RECHTUNIVERSITY** (Berlin School of Business and Law). (1 week in 2014) **Berlin (Germany)**
- **VISITING SCHOLAR IN REGENT’S UNIVERSITY,** European Business School (1 week in 2013) **London (UK).**
- **VISITING SCHOLAR IN HOGESCHOOL VAN AMSTERDAM,** University of Applied Sciences. (1 week in 2012) **Amsterdam (The Neederlands)**
- **VISITING SCHOLAR IN FONTYS,** University of Applied Sciences (1 week in 2011) **Eindhoven (The Neederlands).**
- **VISITING SCHOLAR IN WESTMINSTER UNIVERSITY,** Harrow Business School. (1 week in 2010 and 1 week in 2014-17) **London (UK).**
- **VISITING SCHOLAR IN UNIVERSIDAD NACIONAL DE CÓRDOBA,** (2 weeks in 2010 and 2 weeks in 2007) **Córdoba (Argentina)**
- **VISITING SCHOLAR IN NEGOCIA-ADVANTIA.** (1 week in 2010) **Paris, (France).**
- **VISITING SCHOLAR IN ICN Business School.** (1 week in 2009, 2015-17) **Nancy (France).**
- **VISITING SCHOLAR IN ICN Business School.** (1 week in 2015,) **Nuremberg (Germany).**
- **VISITING SCHOLAR IN FINANCE ACADEMY,** (2 weeks in 2008) **Moscow (Russia).**
- **VISITING RESEARCHER IN INSTITUTO SUPERIOR TECNOLÓGICO DE MONTERREY** (2 weeks in 1999) **Cuernavaca (México).**
- **TEACHING ASSISTANT. AD-HONOREM** Faculty of Economics and Management of Universidad Complutense Marketing Unit (Department of Comercialización e Investigación de Mercados) (1991-1993)

ACADEMIC AND PROFESSIONAL ACTIVITIES

- His work focuses on several issues related to Customer Relationship Management and Marketing Information Systems. Area of research: Corporate Social Responsibility, Customer Lifetime Value, Neuromarketing, International Marketing, Tourism. His research has been published in refereed international journals.
- He is also an active marketing research consultant and is the head of the research group called Markco².
- Supervisor of 14 PhD Dissertations

OTHER ACADEMIC ACTIVITIES

- *Member of the Board of Instituto Complutense de Ciencia de la Administración de la UCM (2010-)*
- Associate Editor de International Journal of Internet Marketing and Advertising (IJIMA). Member of the Editorial board of International Journal of Electronic Business (IJEB), Esic Market Economic and Business Journal, International Journal of Online Marketing (IJOM).
- *Director of the Summer Course of UCM: Strategic Business Consulting and Management. Universidad Complutense. (2010-2012) Summer Course in El Escorial (UCM 2003).*
- Coordinator of WDSI and Referee/reviewer for abstracts, board meetings, chairing academic sessions, promotion of different national and International Journals.
- Member of the Organization Committee and Chairperson for the 8th International IAMB Conference held in Complutense University of Madrid, Madrid, Spain on June 28-30, 2010
- Member of a Project of Educational Innovation (PIE) entitled: “Adaptation of Teaching Methodology in Marketing for the European Space for Higher Education: Case studies design adapted to New Technologies” during the Course 2009-2010.
- Director of a Project of Educational Innovation (PIE) entitled: “Implementation of Bilingual Degrees in the Faculty of Economics and Management” during the Course 2010-2011.
- Director of a Project of Educational Innovation (PIE) entitled: “Implementation of Bilingual Degrees in the Faculty of Economics and Management” during the Course 2009-2010.
- Member of a Project of Educational Innovation (PIE) entitled: “Red europea de colaboración para la asignatura Business Statistics del Grado en Administración y Dirección de Empresas en inglés” during the Course 2010-2011 and 2011-12. Director: Cristina del Campo Campos
- Member of a Project of Educational Innovation (PIE) entitled: “Stand Up! Start-Up! Entrepreneurship Workshop Project for Learning "Management Accounting".” during the Course 2011-12. Director: Mar Camacho
- Member of a Project of Educational Innovation (PIE) entitled: “Globalization and internationalization in the academic context: Innovative tools, as a prelude of dual degrees, to effectively prepare. Our students for the labour market” during the Course 2012-13. Director: Carmen Abril
- Technical edition of the Book “Principles of Marketing” by Philip Kotler and Gary Armstrong. Prentice Hall, 2008. ISBN:978-84-8322-446-5

PAPERS AND BOOKS 2011-2017

Papers:

- Carrasco, R.A., Blasco, F. García-Madariaga, J., Pedreño-Santos¹, A. y Herrera-Viedma, E. (2017), A Model to Obtain a SERVPERF Scale Evaluation of the CRM Customer Complaints: An Application to the 4G Telecommunications Sector, Technological and Economic Development of Economy (accepted)
- García-Madariaga, J., Recuero Virto, N. & Blasco López, F. (2017): "The influence of museums' websites on users' intentions" /" La influencia de las páginas web de los museos en las intenciones de los usuarios", Esic Market Economic and Business Journal, n° 1º57 Vol. 48, (2), 397-420 (ISSN: 0212-1867).
- Flores Zamora, J. & Garcia-Madariaga. J. (2017), "Does opinion leadership influence service evaluation and loyalty intentions? Evidence from an art services provider Journal of Retailing and Consumer Services, Vol. 39, 114-122 (ISSN: 0969-698) (10.1016/j.jretconser.2017.07.008)
- García-Madariaga, J. & Rodríguez de Rivera, F. (2017): " Corporate Social Responsibility, Customer Satisfaction, Corporate Reputation, and Firms' Market Value: Evidence from the Automobile Industry", Spanish Journal of Marketing Esic, 21(1), 39-53 (ISSN: 2444-9695). (10.1016/j.sjme.2017.05.003)
- Afonso, C., Gavilan, D., García-Madariaga, J. & Gonçalves (2016), "The influence of risks on the purchase of ecological personal care products", International Journal of Marketing, Communication and New Media, Vol 4, N° 7, July/December, 46-66 (ISSN: 2182-9306).
- Pedreño Santos. A. & García-Madariaga, J. (2016): "Marketing en Centros Educativos. Estado de la cuestión", Organización y gestión educativa: Revista del Fórum Europeo de Administradores de la Educación (OGE), 30-34 (ISSN: 1134-0312)
- Abril, C., Sanchez Herrera, J.; Garcia-Madariaga, J. (2014), "The effect of Price, promotion and new products on consumer switching to private labels", Journal of Marketing Channels 22(3). (2015), 192-201. (ISSN: 1046-669X).
- Flores Zamora, J. & Garcia-Madariaga. J. (2012), "Identification and measurement of opinion leadership, satisfaction and loyalty in art services/ Identificación y medición del liderazgo de opinión, la satisfacción y la lealtad del público en un servicio cultural", Esic Market Economic and Business Journal, n° 142, junio, 329-370. (ISSN: 0212-1867).
- Flores Zamora & J. & Garcia-Madariaga. J. (2012):: "Do Satisfaction and Loyalty have a linear relationship? Effect of the education level on Arts participation", Journal of Modern Accounting and Auditing, Vol 8 n° 4 (2012), 529-536. (ISSN 1548-6583)
- García-Madariaga. J. & Rodríguez Cremades, F. (2011), "Responsabilidad Social Corporativa y Gobierno Corporativo: impacto sobre la reputación de las compañías del sector automovilístico y la satisfacción del cliente", Revista de Responsabilidad Social de la Empresa, n° 7, volumen 3, 47-104. (ISSN: 1888-9638).
- Santivañez, C.V, Avello, M. y García-Madariaga, J. (2011), "La motivación como principio de la confianza para la incorporación de proyectos educativos. El caso particular de Bolivia", Revista Iberoamericana de Educación, N° 56/4 de la versión digital (2011), 1-9. (ISSN: 1681-5653)
- García-Madariaga. J. & Rodríguez Cremades, F. (2010), "*Corporate Social Responsibility and the Classical Theory of the Firm: Are both Theories irreconcilable?*", Innovar Revista de Ciencias Administrativas y Sociales, Vol. 20, N°. 37, 5-20. (ISSN: 0121-5051).

- Avello, M. y García-Madariaga, J. (2010), “Diversión en el centro comercial: estudio de las fuentes generadoras del entretenimiento y análisis de los efectos derivados en la conducta del consumidor”, *Distribución y Consumo*, Nº 111 (mayo-junio). (2010) (ISSN: 1132-0176)
- Gavilán, D. y García-Madariaga, J. (2009),” *¿Esperamos porque es mejor o es mejor porque esperamos? Un estudio exploratorio de la relación entre el tiempo de espera y el valor percibido*”, *Universia Business Review*, nº 22, pp. 56-73. (2009) (ISSN: 1698-5117).
- Reinares Lara, P. & García-Madariaga, J. (2007),” *The Importance of Rewards in the Management of Multisponsor Loyalty Programmes*”, *Journal of Database Marketing and Customer Strategy Management*, Vol. 15 Nº 1, 37-48. (ISSN: 1741-2439)
- García-Madariaga, J. & Valor Martínez, M. (2007), “*Stakeholders Management Systems: Empirical insights from Relationship Marketing and Market Orientation Perspectives*”, *Journal of Business Ethics*, Nº 71, 425-439 (ISSN: 0167-4544).

Books:

- Leal-Millán, A., Peris-Ortiz, M. & Leal-Rodríguez A.L. (Editores) (2018): “Policies and Practices for Sustainability in Entrepreneurship Innovation, Chapter 9: Green Consumer Segmentation: Managerial and environmental implications from the perspective of business strategies and practices (Carolina Afonso, Diana Gavilán, Jesús Garcia-Madariaga, Helena Martins Gonçalves)”, *Springer Research Book*, (ISBN: 978-3-319-57318-2).
- Pintado Blanco, T. y Sánchez Herrera, J. (2018) “Nuevas Tendencias en Comunicación”. *Esic (5ª Ed.). Capítulo 12. Big data y Comunicación, Madrid.* (ISBN. 978-84-7356-812-8).
- Carrasco R.A., Blasco M.F., García-Madariaga J., Herrera-Viedma E. (2018): Integrating a Tourism Service Quality Evaluation Linguistic Multi-criteria Decision Making Model into a Relational Database Management System. In: Kacprzyk J., Szmidt E., Zadrożny S., Atanassov K., Krawczak M. (eds) *Advances in Fuzzy Logic and Technology 2017. IWIF SIGN 2017, EUSFLAT 2017. Advances in Intelligent Systems and Computing*, (2018), vol 641. Springer, Cham (ISBN: 978-3-319-66827-7, DOI: 10.1007/978-3-319-66827-7)
- Campbell C.L. (eds) (2018): *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World.* “) Consumers Switching to Store Brands: Is Product Innovation Effective to Prevent it? (Abril C., Sanchez J., Garcia-Madariaga J.)” *Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer, Cham (2017) (ISBN: 978-3-319-50006-5)
- Recuero, N. Blasco, M.F. y García-Madariaga, J. (2016): “*Marketing del Turismo Cultural*”, *Esic, Madrid.* (ISBN: 97884-1646-261-2).
- Guillén Pardos, E. y Borraz Mora, J. (Editores) (2015): *Visión y acción en marketing*, Ediciones USJ, Zaragoza (978-8494289569).
- Pintado Blanco, T. y Sánchez Herrera, J. (2014) “Nuevas Tendencias en Comunicación”. *Esic. Capítulo 12. Big data y Comunicación, Madrid.* (ISBN. 978-84-7356-812-8).
- García-Madariaga, J. (2014): *Comunicación Interpersonal*, Instituto de Educación Superior TQM, Madrid. (ISBN. 978-84-9418-699-8).
- Esteban Talaya, A García-Madariaga, J. et al. (2012), “*Principios de Marketing*”, *Esic (4ª Edición)*, Madrid. (ISBN. 978-84-7356-572-1).
- Kotler, P., Bowen, J.T., Makens, J.C., Garcia de Madariaga, J. y Flores, J. (2011), *Marketing turístico*, Pearson (5ª Edición), Madrid. (ISBN: 9788483227404).
- Sastre Castillo, M.A (2010), *Diccionario de Dirección en Empresas y marketing*, Ecobook – Editorial del Economista, Madrid. (ISBN: 9788496877252).

CONFERENCES IN 2017

- Sastre Castillo, M.A (2010), Diccionario de Dirección en Empresas y marketing, Ecobook – Editorial del Economista, Madrid. (ISBN: 9788496877252).
- García-Madariaga, J., Ingrid Moya Burgos, Francis Blasco López y Lucía Torres (2017); "Evaluating the replicability of Neuromarketing metrics by using packaging modulations", XXIX AEMARK, Universidad de Sevilla, España
- Afonso, C., Gavilan, D., Martins Gonçalves, H y García-Madariaga, J. (2017): "Why consumers purchase organic products? The role of environment, health and age" XXIX AEMARK, Universidad de Sevilla, España
- Blasco López F. Jesús García-Madariaga, Ingrid Moya Burgos y Pamela Simón Sandoval (2017): "Impact of emotions on the effectiveness of non-profit organizations advertising and the willingness to donate" XXIX AEMARK, Universidad de Sevilla, España
- García-Madariaga, Nuria Recuero Virto y Francis Blasco López (2017): "Does users' satisfaction within a museum's website influence their behavioural intentions?" XXXI AEDEM, Universidad Rey Juan Carlos, España. Award ESIC best paper in Marketing
- García-Madariaga, J. Nuria Recuero Virto y Francis Blasco López (2017): "Key drivers of visitors' loyalty. Evidence from the Prado Museum", EMAC 2017, 47 Annual Conference, Groningen (Holanda).
- Recuero Virto, N. Francis Blasco López, Jesús García-Madariaga, Joaquín Aldas Manzano (2017): "The impact of market oriented strategies in the sustainable tourism of archaeological sites", 22nd International Conference on Corporate and Marketing Communications, Zaragoza., España
- Recuero Virto, N., Jesús García-Madariaga y Francis Blasco López (2017): "The influence of museum's brand image and satisfaction on visitors' loyalty", 16th International Marketing Trends Conference, Universidad Autónoma de Madrid, España
- Carrasco, R. Jesús García-Madariaga, Francis Blasco López y Ana Pedreño Santos (2017): "Calculation of CLV in Banking from a Global Perspective", 16th International Marketing Trends Conference, Universidad Autónoma de Madrid, España
- Paredes Martínez, M., Jesús García-Madariaga y Francis Blasco López (2017): "Modelo Explicativo de las Variables de Influencia en el Comportamiento del Consumidor Adolescente." 16th International Marketing Trends Conference, Universidad Autónoma de Madrid, España
- Recuero Virto, N., Jesús García-Madariaga y Francis Blasco López (2017): "The influence of museum's brand image and satisfaction on visitors' loyalty", 16th International Marketing Trends Conference, Universidad Autónoma de Madrid, España

PARTICIPATION ON RESEARCH PROJECTS in 2017

TITLE: “Proyecto RTC2106-4718-7 “Estandarización de protocolos de investigación, modelización y automatización de estudios de neuromarketing (Standardization of research protocols, modeling and automation of neuromarketing studies)””

SPONSOR: Proyectos Retos Colaboración del Programa Estatal de investigación. Desarrollo e innovación orientada a los retos de la sociedad 2016, en colaboración con BIT & BRAIN

TECHNOLOGIES, SL Ministerio de Economía y Competitividad

FROM: June 2016 TO: December 2019

FIRST RESEARCHER: GARCÍA-MADARIAGA, JESÚS

TITLE: Proyecto S2015/HUM-3317 “Los Conjuntos Patrimoniales como Activos Turísticos de la Comunidad de Madrid. Problemas y Oportunidades en Perspectiva Territorial (“Patrimonial Assemblies as Tourist Assets of the Community of Madrid. Problems and Opportunities in Territorial Perspective)””

SPONSOR: Programas De I+D En Ciencias Sociales y Humanidades 2015);

FROM: January 2016 TO: December 2019

FIRST RESEARCHER: GARCÍA-MADARIAGA, JESÚS

TITLE: “Proyecto TIN2016-75850-R “Sistemas inteligentes de toma de decisiones y consenso en ambiente difuso: Aplicaciones en e-salud y e-comercio (ntelligent systems of decision-making and consensus in diffuse environment: Applications in e-health and e-commerce)””

SPONSOR: Proyectos I+D+I. Programa Estatal de investigación. Desarrollo e innovación orientada a los retos de la sociedad. Ministerio de Economía y Competitividad

FROM: January 2017 TO: December 2019

FIRST RESEARCHER: Herrera Viedma, Enrique y Alonso Burgos, Sergi S

TITLE: “Eficacia de los programas de fidelización online en la generación de compromiso relacional (Effects of Loyalty programs online in generating relational commitment)””

SPONSOR: Ministerio de Economía y Competitividad Subprograma de proyectos de investigación fundamental no orientada

FROM: March 2013 TO: January 2017

FIRST RESEARCHER: GUTIÉRREZ CILLÁN, JESUS

TITLE: “Índice de digitalización de las empresas españolas en España (Digital Index of Spanish Companies)”

SPONSOR: Instituto Superior para el Desarrollo de Internet (ISDI)

<https://www.isdi.education/es#slide0>

FROM: July 2010 TO: December 2017

FIRST RESEARCHER: GARCÍA-MADARIAGA, JESÚS
