

Mónica Gómez-Suárez



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Education

Ph. D. (Marketing). Economics and Business Administration College. UAM. 1997. **Doctoral studies.** Economics Faculty. Erasmus Universiteit. Rotterdam. 1992. **B. Sc. (Business Administration).** Economics and Business Administration College. UAM. 1991.

Academic Experience

- Associate Professor of Marketing (1999-Present); Assistant Professor of Marketing (1993-1999).
- Visiting Researcher: Rotterdam University (1992/1993); Washington State University (US, 1997; 1998); University of California at Berkeley (2000); New York University (2008); University of Edimbourg (2010).
- Visiting Scholar: ESCCA d'Angers (France, 1996); Universidad de La Frontera (Chile, 2000; 2003; 2005); Dublin City University (Ireland, 1999), Universidad de Guadalajara (México, 2002; 2003; 2006; 2008); Universidad Tandil (Argentina, 2000), Universidad de Santa Fé (Argentina, 2001); Universidad del Externado (Colombia, 2003).

Courses taught

Advances Methods in Marketing Research, Marketing Research, Consumer Behaviour, Branding Strategies, Marketing Management, Introduction to Marketing

Research Interests

Consumer behaviour: consumer experience, sensorial/experiential marketing, smart shopping and in-store atmosphere;
Retailing and marketing channels: retailing strategies, store versus national brands, shelf space.
Branding: branding strategies, brand affection (attachment, love & engagement), brand communities, brand & customer equity.

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Research projects

Research Group UAM Coordinator: Consumer behaviour and Technology (Technocons).

- Research contracts: “The Super-commercials Journey” (Cátedra Excelencia Comercial UAM 2016-2018), “Latin American Immigrants in Madrid” founding by EMA (2008-2010); “Quality and Satisfaction of sporting centres” founding by Madrid City Council and Excellenium (2009-2010).
- Academic projects: Inter-university Cooperation Projects financed by Latin American Center (CEAL) (2013-2014) and (2011-2012). Participants: UAM, UNL (Argentina), UFRO (Chile) and Guadalajara University (México).

Member: 25 research projects (1993-present)

Research Publications

- 52 **articles** published in journals in Management, Business, Psychology or Marketing areas (see selected articles in appendix)
- 4 **handbooks** and 12 **chapter books** (see selected books in appendix).
- More than 50 **communications** in international or national congress.

Professional Affiliation

Editorial Review Board

Frontiers in Psychology (Associate Editor), Innovar Journal. Portuguese Marketing Review

Reviewer

Journal of Retailing, Journal of Consumer Behaviour, Journal of Retailing and Consumer Services, Journal of Product and Brand Management, International Journal of Retailing and Distribution Management, Tourism Management, Journal of Business Economics and Management, Business Research Quarterly, amongst others.

Member

AEMARK

Honors and Awards

Selected Research Awards:

- Faculty Fellowship Publications Program: Ayudas para la Investigación Económica-Empresarial (2010); Ayuda para el Desarrollo y Difusión de las Investigaciones (2007); Facultad de CC.Económicas y Empresariales. Universidad Autónoma de Madrid
- Best Paper VIII International Congress of the International Association on Public and Non-profit Marketing (IAPNM 2009), Valencia, 18-19 June (2009)
- II Dyane Award for Academic Marketing Research, Aemark Association (2007)
- Best Thesis Dissertation. Facultad de CC. Empresariales, UAM (1996-1997)

Research Fellowships:

- Formación de Personal Investigador. Ministry of Education. (1991-1993)
- Fundación Caja de Madrid. Doctoral Dissertation Financial Aid (1994-1996)

As supervisor:

- Best Thesis Dissertation: “Experiential marketing and its effects on branding”, Cristina García Ph.D. Facultad de CC. Empresariales. UAM (2018)
- Best Thesis Dissertation: “Smart shopper’s brand choice in a cross-cultural context”, Myriam Quiñones Ph.D. Facultad de CC. Empresariales. UAM (2016)
- Best Thesis Dissertation: “Perceived risk in drug generics: consumer behavior in the Spanish market”, Facultad de CC. Empresariales. UAM (2008) and VI UAM-Asisa Award (2010). Mercedes Rozano Ph.D.
- Tutor: XVIII Junior Research Award AEDEMO (2014) and II AECOP Prize (2013), Lidia Risco (UAM Graduate student), research based on the End-of-Degree Project: “Smart shopping experience: national versus store brands in the European context”

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Administrative service UAM (selected positions)

Associate Dean for Postgraduate Programmes and Faculty Chair (2004-2006)

Faculty Board Member (2011-2017); Equality Policies Commission UAM (2011-2017)

Master in Marketing Management Director (2017-present)

Marketing Research Graduate Program Coordinator (2001-2010), Master in Marketing Director (2004-2009) and Master in Marketing Coordinator (1999-2004)

Member of Ph.D. Core Curriculum and Ph.D. Awards Committee (2001-2004) (2005-2006) (2011-2013)

Member of International Relations Committee (1993-1998) and Erasmus/Socrates Coordinator (1993-1998)

Consulting experience

Sales Management, Consumer behavior, Branding strategies, Retailing industry, Entertainment industry, Consumer goods markets, Migration, Occupational hazards and accidents. Examples include:

- Consultant Member of Cátedra Excelencia Comercial UAM (2016-present).
- Court Expert for Justerini Brooks Limited vs J♦B. Testified by deposition on brand dilution. Gómez Pombo Ass. (2004-2006)
- Academic Partner of Unilever (1996-2004): branding, consumer behaviour, positioning.
- Consultant Member of Promarca (National Brand Manufacturers Association) (1996-2001)
- Consultant Member of AGEDI (Copyright Management Association): musical fare elaboration (1997-2000)
- Consultant Member of Regional Employment Institute (Autonomous Community of Madrid), ATA & UPTA (Self-employed Assotiations), SEOPAN (Construction Business Association): prevention on occupational hazards, accidents and temporality (2004-2007)

APPENDIX

Selected Articles

1. Kossmann, E. & Gómez-Suárez, M. Decision-making processes for purchases of ethical products: gaps between academic research and needs of marketing practitioners. *Int Rev Public Nonprofit Mark* (2018), 15, 353-370. <https://doi.org/10.1007/s12208-018-0204-8>
2. Gómez-Suárez, M., Martínez-Ruiz, P., Martínez-Carballo, N. 2017. Consumers and brands relationships under the Marketing 3.0 paradigm: A literature review. *Frontiers in Psychology*, 8 (252). <https://doi.org/10.3389/fpsyg.2017.00252>
3. Gómez, M., Quiñones, M., Yagüe, M.J. 2016. Store brand evaluative process in an international context. *International Journal of Retail & Distribution Management*, 44(7), 754-771. <http://doi.org/10.1108/IJRDM-11-2015-0168>
4. Rubio, N., Oubiña, J. y Gómez, M. 2015. Understanding brand loyalty of the store brand's customer base. *Journal of Product and Brand Management*. 24(7), 679-692. <http://doi.org/10.1108/JPBM-03-2015-0822>
5. Gómez; M.; Rozano, M. 2012. Consumer Dynamics in a Nonmature Generic Drugs Market: A Causal Model Explaining Intention to Purchase in Spain. *Therapeutic Innovation & Regulatory Science (antes Drug Information Journal)*. 46(2): 207 – 215. <https://doi.org/10.1177/0092861511435907>
6. <https://doi.org/10.1177/0092861511435907>
7. Rozano, M.; Gómez, M.; Díaz, A. 2009. Customer perceptions of perceived risk in generic drugs: the Spanish market. *Innovar*. 19(34): 53 – 64. <http://www.scielo.org.co/pdf/inno/v19n34/v19n34a05.pdf>
8. Gómez, M.; Okazaki, S. 2009. Estimating Store Brand Shelf Space. A new framework using neural networks and partial least squares. *International Journal of Market Research*. 59 (2): 243 – 266. <https://doi.org/10.1177/147078530905100209>
9. Gómez, M. y Rubio, N. 2008. Manufacturer's characteristics that determine the choice of producing store brands. *European Journal of Marketing*. 42(1/2): 154 – 17. <https://doi.org/10.1108/03090560810840952>
10. Fernández, A; Gómez, M. **2005**. Shelf Space Management: a case study in Spanish Retailing. *Journal of Retailing and Consumer Services*. 12: 205-216. <https://doi.org/10.1016/j.jretconser.2004.06.004>

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Selected Books

1. Gómez, M. and Martínez-Ruíz, P. (Eds.). 2016. Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy, IGI Global. ISBN13: 9781522502203. DOI: 10.4018/978-1-5225-0220-3. Indexed in Scopus Books.
 2. Gómez, M., Quiñones, M. and Yagüe, M.J. 2016. Private Label Research. A Review of Consumer Purchase Decision Models. Martínez-López, F, Gázquez-Abad, J.C., Ailawadi, K. and Yagüe (ed). Advances in National Brand & Private Label Marketing 2017 International Conference. Springer. ISBN: 978-3-319-39945-4
 3. Gómez, M., Quiñones, M. and Yagüe, M.J. 2016. Cross-Cultural Validation of Smart Shopping Process and Its Influence on Brand Attitude. Martínez-López, F, Gázquez-Abad, J.C. and Gisjbrecht, E. (ed). Advances in National Brand & Private Label Marketing 2016 International Conference. Springer. ISBN: 978-3-319-39945-4
 4. Gómez, M., Quiñones, M. and Yagüe, M.J. 2015. The effect of smart shopping on attitudes towards store and national brands: the influence of individual values in a cross-cultural context. Chapter 21. Martínez-López, F, Gázquez-Abad, J.C. and Sethuraman, R. (ed). Advances in National Brand & Private Label Marketing 2015 International Conference. Springer. ISBN: 978-3-319-20182-5.
 5. Gómez, M. y García, C. 2014. The use of sensorial marketing in stores: attracting clients through the senses. Musso, F. y Druica, E. (ed.) Handbook of Research on Retailer-Consumer Relationship Development. IGI Global. Advances in Marketing, Customer Relationship Management. ISSN 2327-5508. DOI: 10.4018/978-1-4666-6074-8.ch014. Indexed in Scopus Books.
 6. Puelles, J.A., Gómez, M. y Puelles, M. 2011. Las marcas de distribuidor (MDD): concepto, evolución y futuro en relación a los ciclos económicos. Editorial: Pirámide. Madrid. ISBN: 978-84-368-2467-4
 7. Gómez, M. (coord.). Análisis Multivariante. Hair, J., Anderson, R., Tatham, R. y Black, V. Prentice Hall, 2001. Madrid. ISBN: 9788483220351
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