

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 Edinburgh (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-brand relationships, consumer experience, smart retailing & shopping, sustainable tourism & smart cities, ethical consumer behaviour, digital marketing, social media

Research Publications

- 58 **articles** published in journals in Management, Business, Psychology or Marketing areas (see selected articles in appendix)

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- 4 **handbooks** and 22 **book chapter** (see selected books in appendix).
- More than 60 **communications** in international or national congress.

Doctoral activities

- 7 Thesis Supervisions from 2009-2020.
- Board member for thesis presentation and defences in 34 dissertations for several universities.
- External Examiner University of South Australia (2018) and Catholic University Lisbon (2018).

Research projects

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

Research Group Member: COMEGI (University of Luisiada, Portugal) & Retailing Observatory (University of Castilla-La Mancha)

Research project coordinator and/or member: 28 research projects (1993-present).

- Selected Academic Projects: Biometrics and Behavior for discrimination-aware and Trustworthy AI with applications (2022-2023); Customer journey design: touchpoint automation through artificial intelligence (ai-services) (2021-2023); Inclusive International Sport: Hapinnes & Well-being (2021); Evaluation Through Technological tools fManagement training for retail outlets in strategic marketing plans (Inter-university Cooperation Projects financed by Latin American Centre (CEAL) (2013-2014) and Training needs of traditional retail trade (2011-2012). Participants: UAM, UNL (Argentina), UFRO (Chile) and Guadalajara University (México). The Multichannel Buying Experience in Building Customer Value (2016-2018); Relationship marketing: creating value within the framework of the dominant logic of services (2012-2015); Relationship Marketing: From Brand Equity to Customer Value (2012-2015); Management of promotions and private labels for efficient development of the retailer's marketing strategy (2005-2008), amongst others.
- Selected Research Contracts: Examination of Gen-Z: beliefs & behaviours in the digital age (Coca Cola European Pacific Partners 2020-21); Digitalization in brand retail companies (iKN, 2019-20); Super-commercials Journey (Cátedra Excelencia Comercial UAM 2016-18), Latin American Immigrants in Madrid (EMA 2008-10); Quality and Satisfaction of sporting centres (Madrid City Council and Excellenium, 2009-10).

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

- Coca Cola European Pacific Partners & AECOC (2021-2022)
- iKN digital strategies on retailing (2019)
- Consultant Member of Cátedra/Foro 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: branding, consumer behaviour, brand positioning (1996-2004)
- Consultant Member of Promarca (National Brand Manufacturers Association) (1996-2001)
- Consultant Member of AGEDI (Copyright Management Association): musical fare elaboration (1997-2000)

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- Consultant Member of Regional Employment Institute (Autonomous Community of Madrid), ATA & UPTA (Self-employed Associations), SEOPAN (Construction Business Association); prevention on occupational hazards, accidents and temporality (2004-2007)

Professional Affiliation

Editorial Review Board

International Journal of Consumer Studies (since 2021)

Associate Editor & Editorial Board Frontiers in Psychology (since 2017),

Innovar Journal (Editorial Board since 2010).

Portuguese Marketing Review (Editorial Board since 2009),

Reviewer

International Journal of Consumer Studies; Journal of Business Research; Journal of Retailing; Journal of Retailing and Consumer Services; Journal of Product and Brand Management; International Journal of Retailing and Distribution Management; Journal of Business Economics and Management; Journal of Consumer Behaviour; Tourism Management; Business Research Quarterly; Review of Business Management; European Research on Management and Business Economics; Management Letters; Spanish Marketing Journal, amongst others.

Conference Organizations and Committee Membership

Member of Scientific Committee: AEMARK (since 2005), Private Label and National Brands (since 2015); Cobli (2021), EMAC (2005-2015), Word Happiness Congress (2021-22); International Congress on Public & Non-Profit Marketing (2021); Member of Program Committee: XVII Encuentro de Profesores Universitarios de Marketing (2008), Madrid, Private Labels and National Brands, Barcelona (2017).

Seminars Organization

Marketing 4.0. y Omnicanalidad (2019); Comportamiento del consumidor en el “social commerce” (2019); Factores influyentes en el uso de aplicaciones móviles comerciales (2018); Behavioral Research tools to gain insight about Consumers’ Behavior (2017); Journals and editors' strategies (2017); Madrid Marketing Workshop (2010 y 2011); UAM Marketing Research Seminar Series/ Joint MRSS (2006-2011); Joint Seminar Investmark-UAM MRSS Seminar I-II (2008-2009) V Semana de la Ciencia, Comunidad de Madrid (2008); New Insights in Retailing Research (2007), among others.

Chair

VIII Congreso Internacional AEDEM. Sao Leopoldo, Brasil; XIX Jornadas Hispano Lusas de Gestión Científica, Jaén; III Private Labels and National Brands, Barcelona, 2015; Marketing Trends, Madrid, 2017. International Congress on Public & Non-Profit Marketing, 2021.

Member

AEMARK, Fair Trade Society

Honors, Awards and Research Fellowships

- European Research on Management and Business Economics Outstanding Reviewer (2018)
- Best supervisor for Master’s end-of-degree project (Cátedra de Excelencia Comercial): “New launching for automobile industry: the case of BMW serie5” (2017), Brand experience and attachment in hospitality industry (2019), “Digital transformation in retailing for mass-consumer products (2020).
- Best End-of-Degree 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”.
- Thesis Dissertation: “Experiential marketing and its effects on branding”, Cristina García Ph.D. Facultad de CC. Empresariales. UAM (2018)
- Thesis Dissertation: “Smart shopper’s brand choice in a cross-cultural context”, Myriam Quiñones Ph.D. Facultad de CC. Empresariales. UAM (2016)

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- 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.
- 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
- Selected 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) and Fundación Caja de Madrid. Doctoral Dissertation Financial Aid (1994-1996)

Administrative service UAM (selected positions)

- Associate Dean for Postgraduate Programmes and Faculty Chair (2004-2006)
- Faculty Board Member (2011-2017)
- Service Quality Commission Member (2017-2020)
- Master in Marketing Management Director (2017-2020).
- Equality Policies Commission UAM (2011-2017)
- 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)

APPENDIX

Selected Articles

1. Gómez-Suárez M, Yagüe MJ. 2021, Making Sense from Experience: How a Sustainable Multi-Sensory Event Spurs Word-of-Mouth Recommendation of a Destination Brand. *Sustainability*; 13(11):5873. <https://doi.org/10.3390/su13115873>
2. Quinones, M., Gómez-Suarez, M., Yagüe, M. 2021. The Thrill of a Smart Purchase: Does Country Matter? *International Journal of Consumer Studies*, Forthcoming, DOI: 10.1111/ijcs.12677
3. Martínez-Ruiz, M.; Gómez-Suárez, M., Jiménez-Zarco, A., Izquierdo-Yusta, A. 2021. Toward Consumer 4.0 Insights and Opportunities under the Marketing 4.0 Scenario. *Frontiers in Psychology*, 11. ISSN/ISBN: 1664 1078. 8, DOI: 10.3389/fpsyg.2020.611114
4. Gómez-Suarez, M., Quinones, M., Yagüe, M. Targeting Smart Shoppers: A Cross-Country Model. *Journal of Business Economics and Management*. ISSN/ISBN: 16111699. 2020, vol.: 21 nº: 3. pg: 679 -705. DOI:10.3846/jbem.2020.11851
5. Gómez-Suárez, M., Veloso, M. 2020. Brand experience and brand attachment as drivers of WOM in hospitality Spanish *Journal of Marketing-Esic*. ISSN/ISBN: 24449709, 24(2), 231 -246. DOI: <https://doi.org/10.1108/SJME-12-2019-0106>.
6. Díaz-Martín, AM., Cruz-Roche I., Gómez-Suárez M., Quinones, M., Schmitz, A; 2019. Digital transformation in distribution: Technological solutions and competitive strategies of Spanish retail companies. *RISTI - Revista Iberica de Sistemas e Tecnologias De Informacao*. ISSN/ISBN: 16469895. E24. 151 -167.
7. Kossman, E., Gómez-Suárez, M. 2020. Words-Deeds Gap for the purchase of Fairtrade Products: A Systematic Literature Review, *Frontiers in Psychology*, 10, DOI: <http://10.3389/fpsyg.2019.0270>
8. Gómez-Suárez, M., Quiñones, M., Yagüe, M.J. 2019. How individual value structures shape smart shopping experience and brand choices : an international perspective, *European Journal of International Management*, 13(4), 515–532.doi: 10.1504/EJIM.2019.10017655
9. Kossmann, E., Gómez-Suárez, M. 2018. Decision-making processes for purchases of ethical products: gaps between academic research and needs of marketing practitioners. *International Review of Public Nonprofit Marketing*, 15, 353-370. <https://doi.org/10.1007/s12208-018-0204-8>
10. Martínez-Ruiz, M.; Gómez-Suárez, M., Jiménez-Zarco, A., Izquierdo-Yusta, A. 2017. Editorial: From consumer experience to affective loyalty: Challenges and prospects in the psychology of consumer behavior 3.0. *Frontiers in Psychology*. ISSN/ISBN: 16641078. 8, DOI:10.3389/fpsyg.2017.02224.
11. 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>
12. Gómez-Suárez, 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>
13. Rubio, N., Oubiña, J., Gómez-Suárez, 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>

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14. Gómez-Suárez, M.; Rozano, M. 2012. Consumer Dynamics in a Non-mature 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>
15. Gómez-Suárez, 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>
16. Gómez-Suárez, 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>
17. Fernández, A; Gómez-Suárez, 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>

Selected Books

1. Rodrigues, P., Gómez-Suárez, M., Brochado, A., Veloso, M., Borges, A.P., Matias, Á. (2022). COVID Crisis and the Impact on Smart Tourism, Sustainable Development and Local Communities. In: Vrontis, D., Thrassou, A., Weber, Y., Shams, S.M.R., Tsoukatos, E., Efthymiou, L. (eds) *Business Under Crisis, Volume III*. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-76583-5_7
2. Gómez-Suárez, M., Veloso, M. (2022). Designing Facebook Publications Focused on Hotel Customer Experience: How to Improve Brand Attitude and Booking Intention. In: Kaswengi, J., Ingarao, A. (eds) *Brand, Label, and Product Intelligence*. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-030-95809-1_12
3. Gómez-Suárez, M., Yagüe, M.J., Schmitz, A., García-Gumiel, C. 2019. Sensorial and Experiential Marketing in Shopping Centres: Effects on Retailers' Performance. *Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences*. Musso, F., Druica, E. (Eds). IGI Global. ISBN13: 9781799814122. DOI: 10.4018/978-1-7998-1412-2.ch008
4. Gómez-Suárez, M. and Martínez-Ruiz, 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.
5. Gómez-Suárez, M., Quinones, 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, M.J. (Eds). *Advances in National Brand & Private Label Marketing 2017 International Conference*. Springer. ISBN: 978-3-319-39945-4
6. Gómez-Suárez, M., Quinones, 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. (Eds). *Advances in National Brand & Private Label Marketing 2016 International Conference*. Springer. ISBN: 978-3-319-39945-4
7. Gómez-Suárez, M., Quinones, 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. (Eds). *Advances in National Brand & Private Label Marketing 2015 International Conference*. Springer. ISBN: 978-3-319-20182-5.

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8. Gómez-Suárez, M., García, C. 2014. The use of sensorial marketing in stores: attracting clients through the senses. Musso, F. and Druica, El (Eds.) 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.
9. Puellas, J.A., Gómez-Suárez, M. and Puellas, 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
10. Gómez-Suárez, M. (coord.). Análisis Multivariante. Hair, J., Anderson, R., Tatham, R. y Black, V. Prentice Hall, 2001. Madrid. ISBN: 9788483220351