

Mónica Gómez-Suárez



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Education

Ph. D. (Marketing). School of Economics and Business Administration. 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), ISAG (Portugal, 2021).

Courses Taught

Market Research in Tourist Markets, Marketing Analytics, Advances Methods in Marketing Research, New Products and Brands, Marketing Research, Consumer Behaviour, Branding Strategies, Marketing Management, Introduction to Marketing

Research Interests

Social Media in Hospitality, Smart Cities, Sustainable Tourism, Tourist Experience, Service Robots & Artificial Intelligence, Customer Experience, Consumer-Brand Relationships, Experiential & Sensorial Marketing, Brand Communities, Smart Retailing, Smart Shopping, Sustainable Shopping, Ethical Consumer Behaviour, Fair Trade, Store & National Brands

Mónica Gómez-Suárez

Research Publications

- 69 **articles** published in peer-review indexed journals in Marketing, Tourism, Management, Business or Psychology areas (see selected articles in appendix)
- 4 **Handbooks** and 22 **Book Chapters** (see selected books in the Appendix).
- More than 60 **communications** in Academic or Professional Conferences.

Doctoral Activities

- 8 Thesis Supervisions (2009-2022)
- Board member in 34 thesis dissertations for several Spanish universities (1995-2022)
- External Examiner: University of South Australia (2018) and Catholic University Lisbon (2018)

Research Projects

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

External Research Member: COMEGI University of Luisiada (Portugal)

Research project coordinator and/or member: 27 research projects and contracts (1993-present).
Selected:

- Academic Projects: Biometrics and Behavior for Discrimination-Aware and Trustworthy AI with Applications (2022-2024); Customer Journey Design: Touchpoint Automation through Artificial Intelligence (AI-Services) (2021-2023); Inclusive International Sport: Happiness & Well-being (2021-2022); Evaluation through Technological Tools Management Training for Retail Outlets in Strategic Marketing Plans (2013-2014); Training Needs of Traditional Retail Trade (2011-2012). 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), among others.
- Research Contracts: Examination of Gen-Z: Beliefs & Behaviours in The Digital Age (Coca Cola European Pacific Partners 2020-2021); Digitalization in Brand Retail Companies (iKN, 2019-2020); Super-Commercials Journey (Cátedra Excelencia Comercial UAM 2016-18), Latin American Immigrants in Madrid (EMA 2008-2010); Quality and Satisfaction of Sporting Centres (Madrid City Council and Excellenium, 2009-2010), among others.

Consulting experience: Branding Strategies, Retail, Sales Management, Consumer behaviour, Entertainment Industry, Consumer Goods Markets, Migration, Occupational Hazards, and Accidents.

Examples include:

- Consultant Member Branding Spain Forum (2023)
- Consultant Member Foro Excelencia Comercial UAM (2016-present)
- Court Expert for Justerini Brooks Limited vs J♦B. Testified by deposition in brand dilution. Gómez Pombo Ass. (2004-2006)
- Academic Partner of Unilever: branding, consumer behaviour, brand positioning (1996-2004)
- Consultant Member Promarca (National Brand Manufacturers Association) (1996-2001)
- Consultant Member of AGEDI (Copyright Management Association): musical fare elaboration (1997-2000)

Mónica Gómez-Suárez

- Consultant Member 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

Int. J. of Internet Marketing and Advertising (2023), Int. J. of Consumer Studies (since 2020), Associate Editor & Editorial Board Frontiers in Psychology (since 2017), Innovar Journal (Editorial Board since 2010), Portuguese Marketing Review (Editorial Board since 2009), Investigación y Marketing (AEDEMO) (2007-2018)

Reviewer

59 reviews certified in Publons (08.03.2023).

Journal of Business Research; International Journal of Consumer Studies; International Journal of Retailing and Distribution Management; Journal of Retailing and Consumer Services; Journal of Product and Brand Management; Journal of Vacation Marketing; Tourism Management; Journal of Consumer Behaviour; Journal of Retailing; Journal of Business Economics and Management; Business Research Quarterly; European Research on Management and Business Economics (2018); Management Letters (2007); Spanish Marketing Journal (1999), amongst others.

Conference Organisations and Committee Membership

Foundational Member of AEMARK

Member of Scientific Committee

Private Label and National Brands (since 2014); Cobli (since 2020); Word Happiness Congress (since 2021); AEMARK (2005-2018); EMAC (2005-2015); 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), amongst others.

Seminars Organisation

PLS-SEM Foundations (2021); Experiments as an advanced tool for marketing research (2021); Omnichannel Marketing 4.0. (2019); Consumer behaviour in social commerce (2019); Influencing factors in the use of commercial mobile applications (2018); Behavioural research tools to gain insight about Consumers' Behaviour (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, 1998; XIX Jornadas Hispano Lusas de Gestión Científica, Jaén, 2008; III Private Labels and National Brands, Barcelona, 2015; Marketing Trends, Madrid, 2017. International Congress on Public & Non-Profit Marketing, 2021.

Research Fellowships, Honours, Awards (selected):

- 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); Faculty Fellowship Publications Program, Facultad de Ciencias Económicas y Empresariales (UAM): Ayudas para la Investigación Económica-Empresarial (2010); Ayuda para el Desarrollo y Difusión de las Investigaciones (2007, 2012); Selected Best Paper VIII International Congress of the International Association on Public and Non-profit Marketing (IAPNM 2009), Valencia, June (2009); II Dyane Award for Academic Marketing Research, Editorial Pirámide (2007); European Research on Management and Business

Mónica Gómez-Suárez

Economics Outstanding Reviewer (2018); I Prize Call for Urban Commerce Challenges, Alcobendas City Council-UAM (2022).

- Best Supervisor for Master's end-of-degree project (Foro de Excelencia Comercial): "Digital Transformation in Retailing for Mass-Consumer Products" (2020); Best Supervisor for Master's End-of-Degree Project (Cátedra de Excelencia Comercial): "Brand experience and brand attachment in hospitality industry" (2019); Best Supervisor for Master's End-of-Degree Project (Cátedra de Excelencia Comercial): "New Launching for Automobile Industry: The Case of BMW Serie5" (2017); Best End-of-Degree Tutor AECOP Prize (2013), Research Based on the End-of-Degree Project: "Smart Shopping Experience: National versus store brands in the European context".
- Supervised Students' Awards: Cristina García Ph.D. Dissertation thesis: "Experiential marketing and its effects on branding", Award from the Spanish Association of Shopping Centers (2018); Myriam Quiñones Ph.D.: Best Doctoral Dissertation Facultad de Ciencias Económicas y Empresariales. UAM: "Smart shopper brand choice in a cross-cultural context" (2016); Mercedes Rozano Ph.D.: Best Thesis Dissertation Facultad de CC. Económicas y Empresariales. UAM (2008): "Perceived risk in drug generics: consumer behaviour in the Spanish market".; Mercedes Rozano Ph.D.: Best Thesis Dissertation VI Cátedra UAM-Asisa Award (2010); Lucía Carrasco: Master's End-of-Degree Project "Store and Manufacturer Brands: How to Communicate Sustainability in Mass Consumption" (2022); Lidia Risco (UAM Graduate student): Master's End-of-Degree Project "Store and Manufacturer Brands: How to Communicate Sustainability in Mass Consumption" (2022); Best End-of-Degree Project: "Smart shopping experience: national versus store brands in the European context". AEDEMO XVIII Junior Research Award (2014).

UAM administrative service (selected positions)

- Associate Dean for Postgraduate Programmes and Faculty Chair (2004-2006)
- Faculty Board Member (2011-2017)
- Postgraduate Commission. Faculty of Economics (2004-2006; 2017-now)
- Member of the Service Quality Commission. Faculty of Economics (2017-2020)
- Equality Policies Commission UAM (2011-2017)
- Master in marketing management Director (2017-2020), 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. Veloso, M., **Gómez-Suárez, M.** 2023. Customer Experience in the Hotel Industry: A Systematic Literature Review and Research Agenda. *International Journal of Contemporary Hospitality Management*, *ahead-of-print*. DOI: 10.1108/IJCHM-04-2022-0517
2. Quinones, M., **Gómez-Suárez, M.**, Cruz-Roche, I., Díaz-Martín, A. Technology: A Strategic Imperative for Successful Retailers. *International Journal of Retail and Distribution Management*, 2023, 51(4), 546-566, <https://doi.org/10.1108/IJRDM-03-2022-0088>
3. Veloso, M., **Gómez-Suárez, M.** 2023. The Influential Role of Hotel-Generated Content on Social Media. *Journal of Hospitality & Tourism Technology*, 14(2), 245–257. DOI: 10.1108/JHTT-08-2021-0241
4. **Gómez-Suárez, M.**, Veloso, M. 2022. Enhancing Social Media Engagement by the Hospitality Industry: The power of customer experience dimensions. *Journal of Vacation Marketing*, 0(0). Online First DOI: 10.1177/13567667221135195.
5. Quinones, M., **Gómez-Suarez, M.**, Yagüe, M. 2022. The Thrill of a Smart Purchase: Does Country Matter? *International Journal of Consumer Studies*, 46 (1): 295-308, DOI: 10.1111/ijcs.12677
6. 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
7. **Gómez-Suárez, M.**, Yagüe, M.J. 2021. Making sense from experience: How a Sustainable Multi-Sensory Event Spurs Word-of-Mouth Recommendation of a Destination Brand. *Sustainability*, 13 (11): 5873, DOI: 10.3390/su13115873
8. **Gómez-Suarez, M.**, Quinones, M., Yagüe, M. 2020. Targeting Smart Shoppers: A Cross-Country Model. *Journal of Business Economics and Management*. ISSN/ISBN: 16111699, 21(3), 679 -705. DOI:10.3846/jbem.2020.11851
9. **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>.
10. 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](http://10.3389/fpsyg.2019.0270)
11. **Gómez-Suárez, M.**, Quinones, 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
12. 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.
13. **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>
14. **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>
15. 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/JPBPM-03-2015-0822>
16. **Gómez, 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>
17. **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>

Mónica Gómez-Suárez

18. **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>
19. 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>
20. **Gómez, M;** Rubio, N. 2008. Shelf Management of Store Brands: Analysis of Manufacturer's Perceptions. *International Journal of Retail and Distribution Management*, 36 (1): 50-70, DOI: 10.1108/09590550810846992
21. **Gómez, M;** 2005. Shelf Space assigned to Store and National Brands. A Neural Networks Analysis, *International Journal of Retail and Distribution Management*, 33 (11): 858-878, DOI: 10.1108/09590550510629437

Selected Books & Book Chapters

1. Rodrigues, P., **Gómez-Suárez, M.**, Brochado, A., Veloso, M., Borges, A. Matias, A. 2022. COVID-19 Crisis and the Impact on Smart Tourism, Sustainable Development, and Local Communities. *Business Under Crisis, Vol.III: Avenues for Innovation, Entrepreneurship and Sustainability*. Palgrave Macmillan. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. 157-179. ISBN: 978-3-030-76583-5. DOI: 10.1007/978-3-030-76583-5_7
2. **Gómez-Suárez, M.**, Yagüe, M.J., Schmitz, A., García-Gumiel, C. 2019. Sensorial and Experiential Marketing in Effects on 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
3. **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.
4. **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
5. **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
6. **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.
7. **Gómez-Suárez, M.**, García, C. 2014. The use of sensorial marketing in stores: attracting clients through the senses. Musso, F. and Druica, E. (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.
8. Puelles, J.A., **Gómez, M.**, 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
9. **Gómez-Suárez, M.** (coord.). *Análisis Multivariante*. Hair, J., Anderson, R., Tatham, R., Black, V. Prentice Hall, 2001. Madrid. ISBN: 9788483220351
10. Cruz Roche, I. (Coord.), Yagüe, M.J., Fernández, A., **Gómez, M.**, Rebollo, A., Méndez, J.L., Medina, O. 1999. *Los canales de distribución de productos de gran consumo: concentración y competencia*. Pirámide, Empresa & Gestión, ISBN: 978-84-368-1404-0