

RODRÍGUEZ-PRIEGO, NURIA
Associate Professor
Department of Economic Analysis
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Past experience

Assistant Professor, Universidad Autonoma de Madrid, Spain, 2017-2022.

Assistant Professor, Universitá Oberta de Catalunya, Spain, 2019-2021.

Scientific officer, European Commission, Joint Research Center, 2013-2016.

Assistant Professor, Universidad Loyola, Seville, Spain, 2014-2016.

Assistant Professor, Universidad de Granada, Spain, 2009-2013.

Education

PhD in Economics (2012), University of Granada (Spain)

MPhil Economics (2012), MPhil in Marketing and Consumer Behavior (2008)

Bachelor Economics (2007), Bachelor in Anthropology (2011)

Teaching

Microeconomics: Consumption and Production (English and Spanish), Microeconomics: Firms and Markets (English and Spanish), Microeconomics, Introduction to Microeconomics, Macroeconomics, Universidad Autonoma de Madrid, Spain, 2017-2024.

Neuroleadership, Master in Neuromanagement, Universidad Rey Juan Carlos de Madrid, Spain, 2021-2022.

International Economics (English), Comparative Economics, Universidad Loyola, Seville, Spain, 2014-2016.

Microeconomics, Macroeconomics, University of Granada, Spain, 2009-2013

Marketing management, Master in Business Administration, Universitat Oberta de Catalunya, Spain, 2019-2021

Invited seminars

“Mapping the environmental behaviour: a cross-national study between Spain and the US”. University of Bedfordshire; Luton – Londres (UK). 13 Marzo 2012.

“Proenvironmental consumers’ behaviour: market segmentation tool developed by the Yale Project on Climate Change Communication”. University of Bedfordshire; Luton – Londres (UK). 14

Marzo 2012.

“Research on Risk Perception and Consumer Behaviour Toward the Environment”. University of Nottingham; Nottingham (UK). 22 Marzo 2012.

Research stays

University of Leeds; Leeds (United Kingdom), 2012

Yale University; New Haven, CT (USA), 2011

Decision Research; Eugene, OR (USA), 2011 with Professor Dr. Paul Slovic

Royal Holloway University of London; London (United Kingdom), 2009

Published papers

Rodríguez-Priego, N., Porcu, L., Prados-Peña, M. B., & Almendros, E. C. (2023). Perceived customer care and privacy protection behavior: The mediating role of trust in self-disclosure. *Journal of Retailing and Consumer Services*, 72, 103284 (JCR: Q1).

Rodríguez-Priego, N., Porcu, L., Kitchen, P.J. (2022). Sharing but caring: Location based mobile applications (LBMA) and privacy protection motivation. *Journal of Business Research*, 140: 546-555 (JCR: Q1).

Rodríguez-Priego, N., van Bavel, R., & Monteleone, S. (2021). Nudging online privacy behaviour with anthropomorphic cues. *Journal of Behavioral Economics for Policy*, Vol. 5, Issue 1, 45-5.

Rodríguez-Priego, N., van Bavel, R., Vila, J., Briggs, P. (2020). Framing effects on online security behaviour. *Frontiers in Psychology*, 11: 527886 (JCR: Q2).
<https://doi.org/10.3389/fpsyg.2020.00623>

Rodríguez-Priego, N., Pinter, A. (2020). Experimental Trends in Corruption and Tax Evasion. *Cuadernos Económicos de ICE*, 1(99): 25-48.
<https://doi.org/10.32796/cice.2020.99.7007>

van Bavel, R., Rodríguez-Priego, N., Vila, J., Briggs, P. (2019). Using protection motivation theory in the design of nudges to improve online security behavior. *International Journal of Human-Computer Studies* 123: 29-39 (JCR: Q1). <https://doi.org/10.1016/j.ijhcs.2018.11.003>

Rodríguez-Priego, N. (2017). La Economía del Comportamiento en el Análisis del Cumplimiento Fiscal. *Papeles de Economía*, 154: 131-141.

Rodríguez-Priego, N., van Bavel, R., & Monteleone, S (2016). The disconnection between privacy notices and information disclosure: an online experiment. *Economía Política*, 1-29 (JCR: Q3).
<http://link.springer.com/article/10.1007/s40888-016-0040-4>

Rodríguez-Priego, N.; Montoro Rios, F.J.; Georgantzís, N. (2014). Risk perception and commitment to reduce global climate change in Spain. *Revista Internacional de Sociología*, 72(1): 173-200 (JCR: Q4).

Book chapters

Rodríguez-Priego, N. and Palazzo, M. (2020), "Industrial Branding: Communicating in Business-to-Business Sector", Palazzo, M., Foroudi, P. and Siano, A. (Ed.) *Beyond Multi-channel Marketing*, Emerald Publishing Limited, pp. 57-77. <https://doi.org/10.1108/978-1-83867-685-820201008>

Rodríguez-Priego N., Montoro-Ríos F.J. (2018) "How Cultural Beliefs and the Response to Fear Appeals Shape Consumer's Purchasing Behavior Toward Sustainable Products". In: Leal-Millan A., Peris-Ortiz M., Leal-Rodríguez A. (eds) *Sustainability in Innovation and Entrepreneurship. Innovation, Technology, and Knowledge Management*. Springer, Cham. https://doi.org/10.1007/978-3-319-57318-2_4

Scientific reports

van Bavel, R. & Rodríguez-Priego, N. (2016). Testing the Effect of the Cookie Banners on Behaviour. *JRC Technical Reports*. EUR 28287 EN, doi:10.2791/22197
<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC103997/jrc103997.pdf>

Fielder Anna, Vuorikari Riina, Rodríguez-Priego Nuria, Punie, Yves (2016). Background Review for Developing the Digital Competence Framework for Consumers. *JRC Technical Reports*. EUR 28196 EN; doi:10.2791/780656
<https://ec.europa.eu/jrc/en/digcompconsumers>

van Bavel, & R. Rodríguez-Priego, N. (2016). Nudging Online Security Behaviour with Warning Messages: Results from an online experiment. *JRC Technical Reports*. EUR 28197 EN; doi:10.2791/2476
<https://ec.europa.eu/jrc/en/publication/nudging-online-security-behaviour-warning-messages-results-online-experiment>

Rodríguez-Priego, N. & van Bavel, R. (2016). The Effect of Warning Messages on Secure Behaviour Online: Results from a lab experiment. *JRC Technical Reports*. EUR 28154 EN; doi:10.2791/597150
<http://publications.jrc.ec.europa.eu/repository/bitstream/JRC103188/jrc103188.pdf>

Monteleone, S.; van Bavel, R.; Rodríguez-Priego, N.; Esposito, G. (2015). Nudges to Privacy Behaviour: Exploring Alternative Approaches to EU Data Protection Regulation. *JRC Science and Policy Report. IPTS-JRC European Commission*. DOI: 10.2791/142795 URI
<http://publications.jrc.ec.europa.eu/repository/handle/JRC96695>

van Bavel, R.; Rodríguez-Priego, N.; Maghiros, I. (2015). Seven Points to Remember when Conducting Behavioural Studies in Support of EU Policy-making. (No. JRC96525). *JRC Science and Policy Report. IPTS-JRC European Commission*. DOI: 10.2791/743188 URI:
<http://publications.jrc.ec.europa.eu/repository/handle/JRC96525>

Rodríguez-Priego, N.; van Bavel, R. (2014). Good behavioural research for EU policy-making. *European Commission JRC-IPTS Workshop report*. Available online at:
http://ec.europa.eu/chafea/documents/consumers/behavioural-workshop-report_en.pdf

Funding and grants

Principal Investigator. Research Project "Tax evasión, dishonesty and altruism", Fundación Ramón Areces. 2022 – 2025

Research fellow. Research project “Decisiones económicas: fundamentos, experimentos y aplicaciones” (PID2021-125155NB-I100). Ministerio de Economía y Competitividad. 2022 – 2026

Principal Investigator. Research Project “La Curva de Laffer en el contexto experimental: un enfoque conductual del IRPF”. Fundación de Cajas de Ahorros (FUNCAS). 2018 – 2020

Research fellow. Research project “Avances teóricos y experimentales sobre normas, creencias, juegos y ciberseguridad” (ECO2017-82449-P). Ministerio de Economía y Competitividad. 2018 – 2021

Project officer. Research Project “*Behavioural Insights on Cybersecurity*”. European Commission – JRC-IPTS. 2015 – 2016

Research fellow. Research Project “*Behavioural Responses to Privacy Visceral Notices*”. European Commission – JRC-IPTS. 2013 – 2015

Research fellow. Research Project “*Behavioural Studies for European Policies (BESTEP II) - Framework Contract for the Provision of Behavioural Studies*” (FCPBS). European Commission – JRC-IPTS. 2013 – 2016

Research fellow. Research Project “Estudio del mensaje publicitario en los procesos cognitivos y emocionales que dirigen el comportamiento de consumo sostenible”. Proyectos de Excelencia Junta de Andalucía [SEJ-6768]. Universidad de Granada. 2011 - 2014.

Research fellow. Research Project “Granada Experimental Network”. Proyecto de I+D. Plan Nacional de I+D [SEJ2010-17049/ECON]. Enero 2011 – Enero 2014.