



Publicaciones

Departamento Comercialización e Investigación de Mercados

1. Carrasco-García, P. M., Frías-Jamilena, D. M., & Polo-Pena, A. I. (2026). The impact of virtual reality and intelligent virtual environments on the tourist experience: The moderating effect of cognitive style. *Journal of Travel Research*, 65(6), 1784-1809.
2. Carrasco-García, P. M., Frías-Jamilena, D. M., & Polo-Peña, A. I. (2026). Virtual tours: The effect of artificial intelligence and intelligent virtual environments on behavioral intention toward the tour and the tourist destination. *Current Issues in Tourism*, 29(16), 3321-3346.
3. Carrasco-García, P. M., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2026). Can artificial intelligence-supported virtual tourist experiences improve tourist wellbeing?. *Tourism Recreation Research*, 51(4), 1169-1187.
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5. Dos Santos, M. A., Hebles, M., Liébana-Cabanillas, F., & Higuera-Castillo, E. (2026). TikTok as a tool for high education. *Acta Psychologica*, 266, 106872.
6. Dos Santos, M. A., Zarco-Fernández, C., & Liébana-Cabanillas, F. (2026). The new frontier of customer understanding: Financial satisfaction and AutoML in banking. *Journal of Retailing and Consumer Services*, 90, 104601.
7. Elkhwesky, Z., Castañeda-García, J. A., Derhab, N., Patwary, A. K., & Hassan, H. (2026). Climate change anxiety, pro-environmental behavior, and environmental leadership in Egyptian hotels: A multi-generational cohort perspective. *International Journal of Hospitality Management*, 137, 104678.
8. Gálvez-Sánchez, F. J., Prados-Castillo, J. F., Liébana-Cabanillas, F., & Lara-Rubio, J. (2026). From stimuli to adoption: an SOR approach to blockchain use in tourism. *Journal of Hospitality and Tourism Technology*, 1-24.
9. García-Maroto, I., Higuera-Castillo, E., Muñoz-Leiva, F., & Liébana-Cabanillas, F. (2026). Environmentally responsible tourist behavior in socially responsible urban destinations.

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- Tourism Review, 81(3), 1062-1080.
10. Hernández Vergara, N. M., Casado-Aranda, L. A., Sánchez-Fernández, J., & Özer, I. (2026). Neural Bases of Psychological Reactance: An fMRI Study on Dogmatic and Suggestive Health-Related Advertising. *Journal of Advertising*, 55(3), 326-345.
 11. Higuera-Castillo, E., Buhmann, K. M., Rialp-Criado, J., & Liébana-Cabanillas, F. (2026). Unveiling the Determinants of Continued Use of Electric Vehicles: Integrating Value-Belief-Norm and Expectation Confirmation Theories. *International Journal of Consumer Studies*, 50(1), e70177.
 12. Liébana-Cabanillas, F., Irimia-Diéguez, A., Albort-Morant, G., & Zarco, C. (2026). Unlocking the future of paytech: exploring biometric payment card adoption patterns. *Financial Innovation*, 12(1), 84.
 13. Peco-Torres, F., Jones, A., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2026). Customer brand engagement via value co-creation with hotel online media and travel websites and its effect on brand equity: the moderating role of culture. *Journal of Hospitality and Tourism Technology*, 17(1), 192-211.
 14. Prados-Castillo, J. F., Gálvez-Sánchez, F. J., Liébana-Cabanillas, F., & Lara-Rubio, J. (2026). Managing emerging risks and sustainability in blockchain adoption for tourism operations. *Information Technology & Tourism*, 28(1), 21.
 15. Rodríguez-López, M. E., Higuera-Castillo, E., Liébana-Cabanillas, F., & García-Carrión, B. (2026). What do customers feel about robots in restaurants? A mixed-methods study of explicit and implicit responses. *Journal of Hospitality and Tourism Technology*, 1-21.
 16. Ruiz-Reina, M. Á., Peco-Torres, F., Vena-Oya, J., Rodríguez-Molina, M. Á., Castañeda-García, J. A., & Frías-Jamilena, D. M. (2026). How tourist destinations' activity-offer affects demand: The role of social media and distance. *Journal of Vacation Marketing*, 32(3), 850-864.
 17. Sánchez-Fernández, F. L., Martínez-Fiestas, M., Ibáñez-Zapata, J. Á., Montoro-Ríos, F. J., & Casado-Aranda, L. A. (2026). Which responsible gambling messages work? Comparing recommendation and corrective strategies. *International Journal of Advertising*, 1-32.

Departamento Economía Aplicada

1. Fernández-Motilva, M. D., Jiménez-Fernández, E., & Sánchez, Á. (2026). An analysis of the evolution of the key indicators of the Spanish health system. *Scientific Reports*.
2. Kang, L., Gabriel, J. L., Wu, K., Martín, J. A. R., Feng, Z., & Li, J. (2026). Assessment of cultivable soil health in China: A national-scale framework and application. *Applied Soil Ecology*, 225, 107246.
3. Maza-Solano, J., Mochon, L. G., Martin-Martin, J., Hellings, P. W., & Sanchez-Gomez, S. (2026). Economic analysis of surgery and biological therapy for chronic rhinosinusitis with nasal polyps.

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Departamento Economía Financiera y Contabilidad

1. Arquero, J. L., Romero-Frías, E., & del Barrio-García, S. (2026). Exploring the interplay of motivation, civic engagement, and institutional entrepreneurship in fostering participation and innovation: Insights from the Medialab Prado experience. *Cities*, 179, 107424.
2. Bastidas, C. R., Turrent, G. D. C. B., & Rodriguez Ariza, L. (2026). Disclosure information on environmental, social and governance (ESG) criteria in Latin America. *Sustainable Development*, 34, 15-35.
3. Campos-Alba, C. M., de la Higuera-Molina, E. J., Giménez, V., Zafra-Gómez, E., & Zafra-Gómez, J. L. (2026). Efficiency and adaptability to environmental conditions in the provision of drinking water services in small sized municipalities: A comparative analysis of direct and private management. *Environmental Research*, 124035.
4. García-Sánchez, I. M., López-Pérez, G., & Zafra-Gómez, J. L. (2026). Eco-innovation and corporate profitability: The shielding effect of ESG under Geopolitical Uncertainty. *Finance Research Letters*, 110375.
5. García-Sánchez, I. M., López-Pérez, G., Zafra-Gómez, E., & Zafra-Gómez, J. L. (2026). Board Gender Diversity and Eco-Innovation: The Moderating Role of Organisational Environmental Orientation. *Business Strategy and the Environment*.
6. Gómez, E. Z., de la Higuera Molina, E. J., Marques, R. C., Alba, C. M. C., & Povedano-Fernández, P. (2026). Water Losses and Environmental Efficiency in Urban Water Supply Systems: A Comparative Assessment for Spain and Portugal. *Sustainable Development*.
7. Hurtado-Yugcha, J. D. P., Pérez-López, M. C., Muñoz-Pérez, I., & González-López, M. J. (2026). From learning to action: transformative pedagogies driving SDG-oriented entrepreneurship in higher education. *International Journal of Sustainability in Higher Education*, 1-22.
8. Mendieta-Callirgos, A. I., Pérez-López, M. C., Muñoz-Pérez, I., & López-Pérez, G. (2026). How Do Carbon Emissions Affect the Performance of Listed Latin American Firms? The Moderating Effect of Financial Slack. *Business Strategy and the Environment*.
9. López-Pérez, G., Márquez-Arenas, L., Povedano-Fernández, P., & Zafra-Gómez, E. (2026). Measuring Progress Towards Environmental Sustainability: A Benefit of the Doubt Composite Index for OECD Countries.

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10. Plata-Díaz, A. M., Zafra-Gómez, E., Garrido-Rodríguez, J. C., & Pérez-López, M. C. (2026). Transparency, Sustainable Governance and Digital Accessibility in Municipalities: A Machine Learning Approach. Sustainable Development.

Departamento de Economía Internacional y de España

1. Carril-Caccia, F., Paniagua, J., & Suarez-Varela, M. (2025). Forced migration and food crises: F. Carril-Caccia et al. Journal of Population Economics, 38(4), 69.
2. Llorca-Rodríguez, C. M., Casas-Jurado, A. C., García-Fernández, R. M., & Chica-Olmo, J. (2025). Dynamic spatio-temporal modelling of tourism impact on income inequality and polarization: inbound and domestic flows in the EU. Papers in Regional Science, 100122.
3. Prados-Castillo, J. F., Martín, J. M. M., Alexeeva-Alexeev, I., & Guaita-Martínez, J. M. (2025). Understanding blockchain by digital natives: innovation, trust and psychological factors. Journal of Innovation & Knowledge, 10(6), 100806.
4. Carril-Caccia, F., Martin Martin, J. M., & Sáez-Fernández, F. J. (2024). How important are borders for tourism? The case of Europe. Tourism Economics, 30(1), 27-43.
5. Guerra, A. I., & Sancho, F. (2024). An extension of the hypothetical extraction method: endogenous consumption and the armington treatment of imports. Economic Systems Research, 36(2), 319-335.

Departamento Métodos Cuantitativos para la Economía y la Empresa

1. Muñoz, J. F., Pavía, J. M., & Álvarez-Verdejo, E. (2026). A Practical Guide to Proper Estimation and Inference of the Gini Index by Avoiding often Encountered Methodological Pitfalls. Social Indicators Research, 183(1), 2.
2. Cano-Guervos, R., Chica-Olmo, J., & Chica-Garcia, J. (2025). The effect of disruptive change on the spatial variation of commercial rental prices: The case of the COVID-19 pandemic. Journal of retailing and consumer services, 82, 104111.
3. Salmerón-Gómez, R., García-García, C. B., & García-Pérez, J. (2025). The raise regression: justification, properties and application. International Statistical Review, 93(1), 73-101.
4. Cano-Guervos, R., Chica-Olmo, J., & Chica-Garcia, J. (2025). The effect of disruptive change on the spatial variation of commercial rental prices: The case of the COVID-19 pandemic. Journal of retailing and consumer services, 82, 104111.

Departamento Organización de Empresas 1

1. Ahmadi-Gh, Z., Bello-Pintado, A., & Gutierrez, L. (2026). Green supply chain practices and environmental advantage: the role of stakeholder relationships in B2B markets. *Management Decision*, 64(13), 793-817.
2. Castillo, A., Rescalvo-Martin, E., & Karatepe, O. M. (2026). How is common method bias addressed using partial least squares structural equation modeling in hospitality and tourism research?. *Tourism Review*, 81(1), 204-228.
3. Castillo-Pérez, I., Perez, N., Gálvez-Sánchez, F. J., & Ruiz-Moreno, A. (2026). Emerging Trends and Challenges in Supply Chain Management and Sustainability. *Sustainable Development*, 34(3), 3732-3758.
4. Komkowski, T., Antony, J., Lizarelli, F. L., Gutierrez, L., Sony, M., Powell, D., ... & Araos Acharan, L. I. (2026). Lean Management and Industry 4.0: a dynamic capabilities framework for an integrated transformation. *Production Planning & Control*, 1-22.
5. Lameijer, B. A., De Mast, J., Gutierrez, L., & Anand, G. (2026). Sociotechnical synergy: how employee involvement unlocks the value of data analytics. *International Journal of Operations & Production Management*, 46(13), 331-356.
6. Bustinza, O. F., Vendrell-Herrero, F., & Vaillant, Y. (2026). Achieving scalability in incumbent firms: Testing and extending the four-stage development model. *Journal of Business Research*, 211, 116195.

Departamento Organización de Empresas 2

1. Aguilera-Caracuel, J., Guerrero-Villegas, J., Ahmadova, G., & Bornay-Barrachina, M. (2026). Social sustainability and financial performance of multilatinas: the moderating role of board independence and the sustainability committee. *Review of Managerial Science*, 20(6), 1755-1792.
2. Bueno-García, Manuel, et al. "Navigating uncertainty: How global strategies can drive stakeholders' investment in green innovation?." *Management Decision* 64.13 (2026): 454-474.
3. Martín-Rojas, R., Garrido-Moreno, A., & García-Morales, V. J. (2026). Building organizational resilience in SMEs: the key role of digital technologies, transformational leadership, and innovation. *Review of Managerial Science*, 1-34.
4. Ordóñez-Borralló, R., Ortiz-de-Mandojana, N., & Delgado-Ceballos, J. (2026). Environmental, Social, and Governance Bonds and Stock Market Reactions: An Event Study. *Business Strategy and the Environment*, 35(1), 881-892.

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6. Zhai, Y., Salmador-Sánchez, M. P., & García-Morales, V. J. (2026). The positive impact of transformational leadership on digital transformation and innovation in agri-food SMEs. *Journal of Innovation & Knowledge*, 16, 101009.

Departamento de Teoría e Historia Económica

1. Carbó-Valverde, S., Cuadros-Solas, P. J., & Rodríguez-Fernández, F. (2025). Cryptocurrency ownership and cognitive biases in perceived financial literacy. *Journal of Behavioral and Experimental Finance*, 45, 101019.
2. Martinez, R., & Moreno-Ternero, J. D. (2026). On the fair abatement of riparian pollution. *Resource and Energy Economics*, 101586.
3. Martínez, R., & Moreno-Ternero, J. D. (2025). The allocation of riparian water rights. *Environmental and Resource Economics*, 88(12), 3841-3872.
4. Moro-Egido, A. I., Naval, J., & Silva, J. I. (2026). Part-time hours and wages. *Economic Analysis and Policy*.
5. Iriarte-Goñi, I., & Infante-Amate, J. (2026). Impactos ambientales del crecimiento económico en España. Una perspectiva histórica. *Historia Agraria*, 98, 237-283.
6. Montaña, M., Sanabria, O., Quilindo, O., Urrego-Mesa, A., Tello, E., & Marull, J. (2025). Community reconstruction of biocultural landscapes. Application in the Kokonuko Indigenous Territory. *Ecological Economics*, 228, 108447.
7. Fari, S. (2026). Mobilities studies and history: the evolution of a troubled relation. *Mobilities*, 1-19.