

## PUBLICATIONS -DIGITAL MARKETING

### PAPERS (2016-2021)

1. Bigne, E.; Nicolau, J.L. & Wiiliam, E. (2021). Advance booking across channels: the effects on dynamic pricing. *Tourism Management*. (accepted)
2. Bigne, E., Ruiz, C., Cuenca, A., Perez-Cabañero, C., Garcia, A. (2021). [What drives the helpfulness of online reviews? A deep learning study of sentiment analysis, pictorial content and reviewer expertise for mature destinations](#). *Journal of Destination Marketing & Management* 20(June)
3. Bigne, E., Fuentes-Medina, L & Morini-Marrero, S. (2020). [Memorable tourist experiences versus ordinary tourist experiences analyzed through user-generated content](#). *Journal of Hospitality and Tourism Management* 45, 309-318.
4. Sánchez-Villar, J. & Bigne, E. (2020). [Developing a blog trust scale via an international Delphi panel](#). *European Research on Management and Business Economics* 26(3), 134-144.
5. Ruiz, C.; Bigné, E. & Currás-Perez, R. (2020). [The effect of emotions, eWOM quality, and online review sequence on consumer intention to follow advice obtained from digital services](#). *Journal of Service Management* 31(3), 465-487
6. Andreu, L.; Amaro, S.; Bigne, E. & Palomo, J. (2020). [Airbnb Research: An Analysis in Tourism and Hospitality Journals](#). *International Journal of Culture, Tourism, and Hospitality Research* 14(1), 2-20
7. Bigne, E.; Zanfardini, M.; & Andreu, L. (2020). [How online reviews of destination responsibility influence tourists' evaluations: an exploratory study of mountain tourism](#). *Journal of Sustainable Tourism*, 28(5), 686–704.
8. Bigne, E.; Chatzipanagiotou, K. & Ruiz, C. (2020). [Pictorial content, sequence of conflicting online reviews and consumer decision-making: The Stimulus-Organism-Response Model revisited](#). *Journal of Business Research* 115, 403-416.
9. Bigne, E.; William, E.; & Soria-Olivas, E. (2020). [Similarity and Consistency in Hotel Online Ratings across Platforms](#). *Journal of Travel Research*, 59(4), 742-758.
10. Bigne, E., Andreu, L., Perez, C., & Ruiz, C. (2020). [Brand love is all around: loyalty behavior, active and passive social media users](#). *Current Issues in Tourism*, 1-18.
11. Badenes-Rocha, A.; Bigne, E. & Ruiz, C. (2019). Engaging customers through user- and company-generated content on CSR. *Spanish Journal of Marketing*.
12. Bigne, E.; Ruiz, C.; Currás-Perez, R. (2019). [Destination appeal through digitalized comments](#). *Journal of Business Research* 101, 447-453.
13. Bigne, E.; Oltra, E.; Andreu, L. (2019). [Harnessing stakeholder input on Twitter: A case study of short breaks in Spanish tourist cities](#). *Tourism Management* 71 (April), 490-505.

14. Sanz-Blas, S., Bigné, E., & Buzova, D. (2019). [Facebook brand community bonding: The direct and moderating effect of value creation behavior.](#) *Electronic Commerce Research and Applications*, 35
15. Viglia, G.; Pera, R. & Bigné (2018). [The determinants of stakeholder engagement in digital platforms.](#) *Journal of Business Research* 89, 404-410. (Q1).
16. Bigne, E., Andreu, L., Hernández, B. & Ruiz, C. (2018). [The impact of social media and normative influences on consumer purchase behavior. An analysis of the low-cost airline industry.](#) *Current Issues in Tourism* 21(9), 1014-1032 (Q1 in Tourism)
17. Ruiz, C. Bigne, E.; Sanz, S. and Tronch, J. (2018). [Does social climate influence positive eWOM in travel review websites?](#) *BRQ Business Research Quarterly* 21(1), 26-38. (Q2 Business)
18. Sanz, S., Bigné, E. & Buzova, D. (2017). [M-WOM in a brand's Facebook fan page.](#) *Online Information Review* 41(7), 936 – 953.
19. Miquel, M. J., Caplliure, E. M., Pérez-Cabañero, & Bigné, E. (2017). [Buying private label in durables: Gender and other psychological variables.](#) *Journal of Retailing and Consumer Services*, 34, 349-357.
20. Bigné, E.; Caplliure, E. & Miquel, M.J: (2016). [Ewom on Travel Agency Selection: Specialized versus Private Label.](#) *Psychology & Marketing* 33(12), 1019–1194. (