

VIRTUAL REALITY

PAPERS (2016-2025)

1. Simonetti, A. & **Bigne, E.** (2025). Customer journey-based smart technology of new brands: A self-reported and eye-tracking study. *Journal of Consumer Marketing*; JCI: Q2
2. Simonetti, A.; **Bigne, E.** & Rico Navas, L.F. (2025). Consumer brand choice in the metaverse: Exploring personal and social factors. *Technological Forecasting & Social Change* 213,124033; JCI: Q1.
3. **Bigne, E.**; Ruiz, C. & Currás-Perez, R. (2024). Furnishing your home? The impact of voice assistant avatars in virtual reality shopping: A neurophysiological study. *Computers in Human Behavior* 153 (April), 108104; JCI: Q1
1. **Bigne, E.**; Currás-Pérez, R.; Ruiz, C. & Andreu, L. (2024). I want to travel to the past! The role of creative style and historical reconstructions as antecedents of informativeness in a virtual visit to a heritage tourist destination. *Current Issues in Tourism*; JCI: Q1
2. Dini, H.; Simonetti, A.; Bruni, L. E. & **Bigne, E.** (2024). Conscious and Non-conscious Responses to Branded Narrative Advertising: Investigating Narrativity Level and Device Type. *BRQ-Business Research Quarterly*; JCI: Q2.
3. **Bigne, E.**; Simonetti, A.; Guixeres, J. & Alcañiz, M. (2024). Visual Attention and Product Interaction: A Neuroscientific Study on Purchase Across Two Product Categories in a Virtual Store. *International Journal of Retail & Distribution Management*. JCI: Q2
4. Saffari, F.; Zarei, S.; Kakaria, S.; **Bigne, E.**; Bruni, L.E. & Ramsøy, T. (2023). The Role of Stimuli-Driven and Goal-Driven Attention in Shopping Decision-Making Behavior— An EEG and VR Study. *Brain Sciences*, 13(6), 928; JCI: Q3. Awarded by the Neuromarketing Science & Business Association
5. Kakaria, S.; Saffari, F.; Ramsøy, T. & **Bigné, E.** (2023). Cognitive load during planned and unplanned virtual shopping: Evidence from a neurophysiological perspective. *International Journal of Information Management*, 72 102667; JCI: Q1. Awarded by the Neuromarketing Science & Business Association
6. Dini, H.; Simonetti, A.; **Bigne, E.** & Bruni, L. (2023). Higher levels of narrativity lead to similar patterns of posterior EEG activity across individuals. *Frontiers in Human Neuroscience*, 17, 116098. <https://doi.org/10.3389/fnhum.2023.1160981>; JCI: Q2
7. **Bigne, E.** (2024). Neuroscience Goes Virtual: How to Measure Consumers' Responses in Extended Realities. *NIM Marketing Intelligence Review*
8. Saffari, F.; Kakaria, S.; **Bigne, E.**; Bruni, L.E.; Zarei, S. & Ramsøy, T. (2023). Motivation in the Metaverse: A Dual-Process Approach to Consumer Choices in A Virtual Reality Supermarket. *Frontiers in Neuroscience*, section *Decision Neuroscience*; JCI: Q2

9. **Bigne, E.** & Maturana, P. (2023). Does Virtual Reality Trigger Visits and Booking Holiday Travel Packages? *Cornell Hospitality Quarterly*, 64, (2), 226-245; JCI: Q2
10. Dini, H.; Simonetti, A.; **Bigne, E.**, & Bruni, L. E. (2022). EEG theta and N400 responses to congruent versus incongruent brand logos. *Scientific Reports*, 12(1), 1-11; JCI: Q1. Awarded as one of the 20 most relevant publications in 2022 by the Neuromarketing Science & Business Association (NMSBA)
11. Castillo, M.J. & **Bigne, E.** (2021). A Model of Adoption for AR-based Self-service Technologies: A two Country Comparison. *International Journal of Retail & Distribution Management* 49 (7), 875-898; JCI: Q2.
12. Ausin-Azofra, J.M.; **Bigne, E.**; Ruiz, C.; Marin-Morales, J.; Guixeres, J., & Alcañiz, M. (2021). Do You See What I See? Effectiveness of 360-Degree vs. 2D Video Ads Using a Neuroscience Approach. *Frontiers in Psychology* 12, 612717; JCI: Q1.
13. Wedel, M.; **Bigné, E.**, & Zhang, J. (2020). Virtual and augmented reality: Advancing research in consumer marketing. *International Journal of Research in Marketing* 37(3), 443-465; JCI: Q1
14. Alcañiz, M., Guixeres, J., & **Bigne, E.** (2019). Virtual reality in marketing: a framework, review and research agenda. *Frontiers in Psychology* 10, 1530.
15. Martínez-Navarro, J., **Bigné, E.**, Guixeres, J., Alcañiz, M., & Torrecilla, C. (2019). The influence of virtual reality in e-commerce. *Journal of Business Research* 100, 475-482.
16. Alcañiz, M. **Bigné, E.** & Guixeres, J. (2017). Neuromarketing: midiendo en realidad y en realidad mixta. *Investigación y Marketing*, 134, 5-9
17. **Bigné, E.**, Llinares, C., & Torrecilla, C. (2016). Elapsed time on first buying triggers brand choices within a category: A virtual reality-based study. *Journal of Business Research*, 69(4) 1423-1427 doi:10.1016/j.jbusres.2015.10.119