

## PUBLICATIONS – VIRTUAL REALITY

### PAPERS (2016-2021)

1. 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.
2. Alcañiz, M., Guixeres, J., & Bigne, E. (2019). [Virtual reality in marketing: a framework, review and research agenda](#). *Frontiers in Psychology* 10, 1530.
3. 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.
4. Alcañiz, M. Bigné, E. & Guixeres, J. (2017). [Neuromarketing: midiendo en realidad y en realidad mixta](#). *Investigación y Marketing*, 134, 5-9
5. 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