

Digital
Marketing

Research
Group

DIGIMK.COM
University of Valencia

VIRTUAL REALITY

PAPERS (2016-2021)

1. **Bigne**, E., & Maturana, P. (2022). Does Virtual Reality Trigger Visits and Booking Holiday Travel Packages?. *Cornell Hospitality Quarterly*.
2. 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.
3. 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.
4. 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.
5. Alcañiz, M., Guixeres, J., & **Bigne**, E. (2019). Virtual reality in marketing: a framework, review and research agenda. *Frontiers in Psychology* 10, 1530.
6. 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.
7. Alcañiz, M. **Bigné**, E. & Guixeres, J. (2017). Neuromarketing: midiendo en realidad y en realidad mixta. *Investigación y Marketing*, 134, 5-9
8. **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