

## NEUROMARKETING

### PAPERS (2016-2021)

1. **Bigne, E.**, Ruiz, c., & Badenes-Rocha, A The influence of negative emotions on brand trust and intention to share cause-related posts: a neuroscientific study
2. Kakaria, S., **Bigne, E.**, Catambrone, V. & Valenza, G. (2022). Heart rate variability in marketing research: A systematic review and methodological perspectives.. *Psychology & Marketing*, <https://doi.org/10.1002/mar.21734>
3. Badenes-Rocha A., **Bigne, E.** & Ruiz, C. (2022). Visual attention paid to negative comments in cause-related posts: visual style and emotionality matter. *International Journal of Advertising*.
4. 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.
5. Simonetti, A. & **Bigne, E.** (2022). How visual attention to social media cues impacts visit intention and liking expectation for restaurants. *International Journal of Contemporary Hospitality Management* 34 (6), 2049-2070.
6. Badenes-Rocha, A.; **Bigne, E.** & Ruiz-Mafe, C (2022). Impact of CRM on consumer advocacy and participation: a causal model based on self-reports and eye-tracking. *Psychology & Marketing* 39 (1), 214-226.
7. 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.
8. **Bigne, E.**, Simonetti, A., Ruiz, C. & Kakaria, S. (2021). How online advertising competes with user-generated content in TripAdvisor. A neuroscientific approach. *Journal of Business Research* 123(February), 279-288.
9. **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.
10. Guixeres-Provinciale, J., **Bigné, E.**, Colomer Granero, A., Fuentes Hurtado, F.J., Naranjo-Ornedo, V.; Ausin, J.M.; Alcañiz, M. (2017). Neuroscience-based metrics predict recall, liking and viewing rates in online advertising. *Frontiers in Psychology*, section Quantitative Psychology & Measurement. doi: 10.3389/fpsyg.2017.01808 (Q1 in Psychology)
11. Alcañiz, M., **Bigné, E.** & Guixeres, J. (2017). Neuromarketing: midiendo en realidad y en realidad mixta. *Investigación y Marketing*, 134, 5-9
12. **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 (Q1)