

PUBLICATIONS - NEUROMARKETING

PAPERS (2016-2021)

1. 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.
2. 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.
3. 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.
4. 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)
5. Alcañiz, M. Bigné, E. & Guixeres, J. (2017). Neuromarketing: midiendo en realidad y en realidad mixta. *Investigación y Marketing*, 134, 5-9
6. 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)