

DIGITAL MARKETING

PUBLICATIONS (2016-2026)

1. **Bigne, E.**; Fuentes-Medina, L. & Morini-Marrero, S. (2026). Which Online Narratives Transfer Memorability in Peer-To-Peer Accommodation? *Journal of Hospitality and Tourism Insights* (Accepted). JCI: Q1
2. Martínez-Navarro, J. & **Bigne, E.** (2025). The Power of Storytelling in Co-Created Advertising: A Narrative Transportation Theory Perspective. *International Journal of Advertising*; JCI: Q1
3. 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. Pacheco, D.; Moniz, A.; Silva, O.; Caldeira, S. & **Bigne, E.** (2025). Impulsivity in Live Shopping: How Envy, Happiness, and Hedonic Consumption Influence Gen Z Purchases, *International Journal of Consumer Studies.*; JCI: Q1
4. Nicolau, J.L.; **Bigne, E.**; Bulchand Gidumal, J. & William, E. (2025). From booking to rating activities: a holistic analysis of online review behavior in a destination. *Journal of Destination Marketing & Management* 36, 100995; JCI: Q1.
5. Shi, D.; Simonetti, A. & **Bigne, E.** (2025). Exploring the Factors Influencing Blame Attribution and Attitudes Toward Brands with COVID-19 Semantical Associations: A Study During the Lockdown Period. *Corporate Reputation Review*
6. **Bigne, E.**; Zanfardini, M. & Andreu, L. (2025). Lexicons and thematic arguments on social responsibility. *Tourism Review* 80(4): 944–965; JCI: Q1.
7. **Bigne, E.**, Simonetti, A. & Shih, D. (2024). "Contagious" brands: Are they safe from Coronavirus? *Management Decision*. <https://doi.org/10.1108/MD-02-2023-0162>; JCI: Q2
8. Kakaria, S.; Simonetti, A. & **Bigne, E.** (2024). Interaction between extrinsic and intrinsic online review cues: Perspectives from cue utilization theory. *Electronic Commerce Research*, 1-29; JCI: Q2
9. **Bigne, E.**; Ruiz, C.; Pérez-Cabañero, C. & Cuenca, A. (2023). Are customer star ratings and sentiments aligned? A deep-learning study of the customer service experience in tourism destinations. *Service Business*, 17(1), 281-314; JCI: Q2
10. Stylos, N., **Bigne, E.**, & Bellou, V. (2022). The affective impact of sightseeing bus tour experiences: using Affective Events Theory (AET) to examine length-of-stay and electronic word-of-mouth. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2022.2101273>; JCI: Q1
11. Martínez-Navarro, J. & **Bigne, E.** (2022). Sponsored consumer-generated advertising: What prompts consumers to generate ads and what creative strategies do they develop? *International Journal of Advertising* 41 (4), 623–654; JCI: Q1.
12. **Bigne, E.**; Nicolau, J.L. & William, E. (2021). Advance booking across channels: the effects on dynamic pricing. *Tourism Management*, 86, 104341; JCI: Q1
13. **Bigne, E.**; Ruiz, C.; Cuenca, A.; Pérez-Cabañero, C., & García, A. (2021). What drives the helpfulness of online reviews? A deep learning study of sentiment analysis, pictorial content and reviewer expertise for mature destinations. *Journal of Destination Marketing & Management* 20(June), 100570; JCI: Q1
14. López-Trigo, M.; Puchalt-López, M. & **Bigne, E.** (2021). Social Media as a launching platform for two emerging political parties: Vox and Maspais in the General Elections of Spain in November 2019. *UCJC Business & Society Review*, 70, 18-83; JCI: Q4

15. **Bigne, E.**, Fuentes-Medina, L & Morini-Marrero, S. (2020). Memorable tourist experiences versus ordinary tourist experiences analyzed through user-generated content. *Journal of Hospitality and Tourism Management* 45, 309-318.
16. Sánchez-Villar, J. & **Bigne, E.** (2020). Developing a blog trust scale via an international Delphi panel. *European Research on Management and Business Economics* 26(3), 134-144.
17. Ruiz, C.; **Bigné, E.** & Currás-Pérez, R. (2020). The effect of emotions, eWOM quality, and online review sequence on consumer intention to follow advice obtained from digital services. *Journal of Service Management* 31(3), 465-487
18. Andreu, L.; Amaro, S.; **Bigne, E.** & Palomo, J. (2020). Airbnb Research: An Analysis in Tourism and Hospitality Journals. *International Journal of Culture, Tourism, and Hospitality Research* 14(1), 2-20
19. **Bigne, E.**; Zanfardini, M.; & Andreu, L. (2020). How online reviews of destination responsibility influence tourists' evaluations: an exploratory study of mountain tourism. *Journal of Sustainable Tourism*, 28(5), 686–704.
20. **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.
21. **Bigne, E.**; William, E.; & Soria-Olivas, E. (2020). Similarity and Consistency in Hotel Online Ratings across Platforms. *Journal of Travel Research*, 59(4), 742-758.
22. **Bigne, E.**, Andreu, L., Perez, C., & Ruiz, C. (2020). Brand love is all around: loyalty behavior, active and passive social media users. *Current Issues in Tourism*, 1-18.
23. Badenes-Rocha, A.; **Bigne, E.** & Ruiz, C. (2019). Engaging customers through user- and company-generated content on CSR. *Spanish Journal of Marketing*.
24. **Bigne, E.**; Ruiz, C.; Currás-Perez, R. (2019). Destination appeal through digitalized comments. *Journal of Business Research* 101, 447-453.
25. **Bigne, E.**; Oltra, E.; Andreu, L. (2019). Harnessing stakeholder input on Twitter: A case study of short breaks in Spanish tourist cities. *Tourism Management* 71 (April), 490-505.
26. Sanz-Blas, S., **Bigné, E.**, & Buzova, D. (2019). Facebook brand community bonding: The direct and moderating effect of value creation behavior. *Electronic Commerce Research and Applications*, 35
27. Viglia, G.; Pera, R. & **Bigné** (2018). The determinants of stakeholder engagement in digital platforms. *Journal of Business Research* 89, 404-410. (Q1).
28. **Bigne, E.**, Andreu, L., Hernández, B. & Ruiz, C. (2018). The impact of social media and normative influences on consumer purchase behavior. An analysis of the low-cost airline industry. *Current Issues in Tourism* 21(9), 1014-1032 (Q1 in Tourism)
29. Ruiz, C. **Bigne, E.**; Sanz, S. and Tronch, J. (2018). Does social climate influence positive eWOM in travel review websites? *BRQ Business Research Quarterly* 21(1), 26-38. (Q2 Business)
30. Sanz, S., **Bigné, E.** & Buzova, D. (2017). M-WOM in a brand's Facebook fan page. *Online Information Review* 41(7), 936 – 953.
31. Miquel, M. J., Caplliure, E. M., Pérez-Cabañero, & **Bigné, E.** (2017). Buying private label in durables: Gender and other psychological variables. *Journal of Retailing and Consumer Services*, 34, 349-357.
32. **Bigné, E.**; Caplliure, E. & Miquel, M.J: (2016). Ewom on Travel Agency Selection: Specialized versus Private Label. *Psychology & Marketing* 33(12), 1019–1194.