

CURRICULUM VITAE ABREVIADO (CVA)

IMPORTANT – The Curriculum Vitae cannot exceed 4 pages. Instructions to fill this document are available in the website.

Part A. PERSONAL INFORMATION

First name	Mónica		
Family name	Cortiñas Ugalde		
Gender (*)	Female	Birth date	12/07/1974
Social Security, Passport, ID number			44613307T
e-mail	monica.cortinas@unavarra.es	URL Web	https://www.unavarra.es/pdi?uid=2001
Open Researcher and Contributor ID (ORCID) (*)		0000-0002-7961-0148	

(*) Mandatory

A.1. Current position

Position	Full Professor of Marketing (Catedrática Comercialización e Investigación de Mercados)		
Initial date	06/02/2023		
Institution	Universidad Pública de Navarra		
Department/Center	FCCEE	Departamento de Gestión Empresas	
Country	Spain	Teleph. number	948169895
Key words			

A.2. Previous positions (research activity interruptions, indicate total months)

Period	Position/Institution/Country/Interruption cause
2019-2023	Profesora Titular de Universidad (Universidad Pública de Navarra)
2007 - 2019	Profesora Contratado Doctor (Universidad Pública de Navarra)
2006 - 2007	Profesora Ayudante Doctor (Universidad Pública de Navarra)
2001 - 2006	Profesora Ayudante de Facultad (Universidad Pública de Navarra)
1999 - 2001	Profesora Ayudante de Escuela (Universidad Pública de Navarra)

Part B. CV SUMMARY (max. 5000 characters, including spaces)

General Indicators of Quality of Scientific Production

Indicator	Value
Number of doctoral theses supervised	3 (1 more in progress)
Number of six-year research periods	3 (last year: 2021)
Number of projects in competitive calls	13 (2 as Principal Investigator)

Bibliometric Indicators (Accessed on 14/01/2025)

Indicator	Web of Science (WOS)	Scopus	Google Scholar
Publications	23 (12 Q1, 4 D1)	25 (13 Q1, 7 D1)	77
Citations	548	713	1,599
H-index	12	15	18
Average citations/article	26.44	28.52	20.76

Additional Bibliometric Indicators:

- Number of publications in the ABS-Academic Journal Guide (UK): 15 (Level 3: 5)
- Citations in leading journals such as *Journal of the Academy of Marketing Science*, *Marketing Science*, *MIS Quarterly*, *Journal of Retailing*, *Journal of Consumer Behavior*, *Journal of Interactive Marketing*, and *Journal of Retailing and Consumer Services*
- Overall citation percentile median (Web of Science): 68th percentile
- Number of co-authors: 19 (International: 5)
- Percentage of international collaboration (Scopus): 20%
- Percentage of documents in the top 25% journals by CiteScore (Scopus): 78.6%
- Percentage of documents among the top 25% most cited worldwide (Scopus): 66.7%

Research Summary

The applicant's research focuses on strategy and the management of distribution channels, particularly in the context of digital transformation. The research follows a quantitative, empirical approach aimed at both advancing theoretical contributions and generating managerial implications. A distinctive feature of this research is the integration of consumer behavior perspectives, particularly in analyzing channel choice and technology adoption processes.

This line of work has resulted in over 50 publications, including 23 indexed in Web of Science with Journal Citation Reports (JCR) impact factors. The applicant has published in prominent journals such as *Quantitative Marketing and Economics*, *Journal of Interactive Marketing*, *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Journal of Research in Interactive Marketing*, *International Journal of Human-Computer Studies*, *Service Industries Journal*, and *Electronic Commerce Research and Applications*.

The applicant's research output has been positively evaluated with three consecutive six-year research periods covering 2003-2008, 2009-2015, and 2016-2021. Over the past decade, the applicant has supervised three doctoral theses, all awarded the distinction of Excellent Cum Laude, and is currently supervising one additional thesis in progress.

The applicant has been continuously involved in research projects funded through competitive calls since 1999. To date, they have participated in 13 research projects, including one funded by the European Erasmus+ program and seven within the Spanish National Plan, acting as Principal Investigator (PI) in two of them.

Outreach and Societal Impact

The applicant actively participates in science dissemination activities, including initiatives like the *European Researchers' Night* and the *Science Outreach Podcast*. Furthermore, she has contributed to media outlets such as *The Conversation* to promote public understanding of research outcomes and their relevance to society. Additionally, the applicant has regularly directed knowledge transfer contracts with various organizations, facilitating the practical application of research findings across different sectors.

Part C. RELEVANT MERITS (sorted by typology)

C.1. Publications (see instructions)

1. Arce Urriza, M., Chocarro, R. Cortiñas, M. & Marcos-Matas, G. (2025). (2025). From Familiarity to Acceptance: Generative AI's Impact on Consumer Adoption of Retail Chatbots. *Journal of Retailing and Consumer Services*, accepted January 2025, forthcoming
2. Alzate, M., Arce Urriza, M., & Cortiñas, M. (2024). Voice-activated personal assistants and privacy concerns: A Twitter analysis. *Journal of Research in Interactive Marketing*, 18(4), 611–630. <https://doi.org/10.1108/JRIM-02-2023-0050>
3. Saavedra, Á., Chocarro, R., Cortiñas, M., & Rubio, N. (2023). Impact of process and outcome quality on intention for continued use of voice assistants. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-12-2022-0251>
4. Cai, X., Cebollada, J., & Cortiñas, M. (2023). Impact of seller- and buyer-created content on product sales in the electronic commerce platform: The role of informativeness, readability, multimedia richness, and extreme valence. *Journal of Retailing and Consumer Services*, 70, 103141 <https://doi.org/10.1016/j.jretconser.2022.103141>

5. Cai, X., Cebollada, J., & Cortiñas, M. (2022). Self-report measure of dispositional flow experience in the video game context: Conceptualisation and scale development. *International Journal of Human-Computer Studies*, 159, 102746. <https://doi.org/10.1016/j.ijhcs.2021.102746>
6. Chocarro, R., Cortiñas, M., & Villanueva, A. (2022). Attention to Product Images in an Online Retailing Store: An Eye-Tracking Study Considering Consumer Goals and Type of Product. *Journal of Electronic Commerce Research*, 23 (4), 25.
7. Chocarro, R., Cortiñas, M., & Marcos-Matás, G. (2021). Teachers' attitudes towards chatbots in education: A technology acceptance model approach considering the effect of social language, bot proactiveness, and users' characteristics. *Educational Studies*, 1–19. <https://doi.org/10.1080/03055698.2020.1850426>
8. Cortiñas, M., Cabeza, R., Chocarro, R., & Villanueva, A. (2019). Attention to online channels across the path to purchase: An eye-tracking study. *Electronic Commerce Research and Applications*, 36, 100864. <https://doi.org/10.1016/j.elerap.2019.100864>
9. Betancourt, R., Chocarro, R., Cortiñas, M., Elorz, M., & Mugica, J. M. (2017). Private Sales Clubs: A 21st Century Distribution Channel. *Journal of Interactive Marketing*, 37, 44–56. <https://doi.org/10.1016/j.intmar.2016.09.001>
10. Betancourt, R., Chocarro, R., Cortiñas, M., Elorz, M., & Mugica, J. M. (2016). Channel Choice in the 21st Century: The Hidden Role of Distribution Services. *Journal of Interactive Marketing*, 3, 1–12. <https://doi.org/10.1016/j.intmar.2015.09.002>

C.2. Congress, indicating the modality of their participation (invited conference, oral presentation, poster)

- Raquel Chocarro; Mónica Cortiñas; Gustavo Marcos. The potential of chatbots in retailing - A study on consumer acceptance in the last stage of the customer journey. European Marketing Academy Conference 2024. EMAC. 2024. Rumanía. (presentación oral)
- Álvaro Saavedra; Raquel Chocarro; Mónica Cortiñas; Natalia Rubio. Actitud Del Cliente Hacia La Informática Afectiva En Prototipos Interactivos: Una Exploración Con Técnicas De Neurociencia Del Consumidor. XXXIV Congreso Internacional de Marketing. AEMARK. 2023. (presentación oral)
- Raquel Chocarro; Mónica Cortiñas; Gustavo Marcos. The role of chatbots in the customer journey. XXXIV Congreso Internacional de Marketing. AEMARK. 2023. (presentación oral)
- Natalia Rubio; Mónica Cortiñas; Álvaro Saavedra; Raquel Chocarro. Analyzing factors that facilitate emotional attachment to virtual assistants: the role of emotional adaptation. AIRSI2023 - The metaverse conference. Universidad de Zaragoza. 2023. España. (presentación oral)
- Natalia Rubio; Mónica Cortiñas; Raquel Chocarro; Álvaro Saavedra. Respuesta emocional de los asistentes virtuales como valor añadido de un producto interactivo. 33rd International Marketing Conference AEMARK. AEMARK. 2022. España. (presentación oral)
- Álvaro; Raquel; Mónica; Natalia Rubio Benito. Emotional response of virtual assistants as an added value of an interactive product. AIRSI2022 Technologies 4.0 in Tourism, Services & Marketing. Universidad de Zaragoza. 2022. España. (presentación oral)
- Enrique; Mónica; Miguel. ¡Sorpresa! la evaluación de los agentes virtuales en función del rendimiento por tipo de tarea: un análisis de reviews. XXXII Congreso Internacional de Marketing AEMARK 2021. Asociación Española de Marketing Académico y Profesional. 2021. España. (presentación oral)
- Arantxa Villanueva; Mónica Cortiñas; Raquel Chocarro. What attention is paid to the elements in an online retailing store?: An Eye- Tracking study of the product area. 20th Conference of the European Association for Education and Research in Commercial Distribution. EARCD. 2019. España. (presentación oral)
- Mónica Cortiñas; Raquel Chocarro; Margarita Elorz. Omnichannel Behavior: Definition and Covariables. Interactive Marketing Research Conference. Marketing EDGE. 2019. Houston, EEUU. (presentación oral)

C.3. Research projects, indicating your personal contribution. In the case of young researchers, indicate lines of research for which they have been responsible.

- PC24-GENESIS-041-002. Generative AI Solutions for Intelligent Storytelling and Disruptive Pipelines in Digital Industries from an Ethical Perspective. Departamento de Universidad, Innovación y Transformación Digital - Gobierno de Navarra. Galar Idoate, Mikel (IP). 01/01/2025 - 31/12/2027. 272.680,38 €. Equipo investigador.

- PJUPNA2023-11395. Apps móviles relacionadas con la salud (mHealth apps): estudio del comportamiento de los consumidores (MHAPPS). Universidad Pública de Navarra. Alzate Barricarte, Miriam (IP). 01/01/2023 - 31/12/2024. 10.000,00 €. Equipo investigador.

- TED2021-129513B-C21. La interacción con los Asistentes Virtuales: sus efectos en la atención y emoción y el papel de la privacidad. -Interaction with Virtual Assistants: its effects on attention and emotion and the role of privacy. Ministerio de Ciencia e Innovación, Agencia Estatal de Investigación (AEI), Unión Europea NextGenerationEU/PRTR. Chocarro Eguaras, Raquel (IP2); Cortiñas Ugalde, Mónica (IP). 01/12/2022 - 30/09/2025. 59.570,00 €.

Investigador Principal.

- 0011-1411-2020-000079. EMOTIONAL FILMS. Disruptivo concepto de nuevo formato audiovisual que varía en función de las emociones del espectador, de manera dinámica y transparente. Aplicaciones complementarias en psicología, sociología y pedagogía. Gobierno de Navarra-Departamento de Desarrollo Económico. Galar Idoate, Mikel (IP). 01/09/2020 - 30/11/2022. 1.215.934,18 €. Equipo investigador.

- PID2019-108554RB-I00. Inteligencia Artificial y Marketing: impacto en las empresas y en los consumidores. Ministerio de Ciencia e Innovación, Agencia Estatal de Investigación (AEI). Cortiñas Ugalde, Mónica (IP2); Cebollada Calvo, José Javier (IP). 01/06/2020 - 28/02/2025. 65.824,00 €. **Investigador Principal.**

- CENEDUCA5/2019. Evaluación de las Competencias Digitales en el Profesorado de Secundaria: Mapa de Competencias y detección de Necesidades Formativas. Gobierno de Navarra - Departamento de Educación. Chocarro Eguaras, Raquel (IP). 15/09/2019 - 30/06/2021. 9.817,72 €. Equipo investigador.

- ECO2015-65393-R. Efectos de la digitalización en las estrategias y operaciones multicanal de las empresas.. Fondo Europeo de Desarrollo Regional, Ministerio de Ciencia e Innovación, Agencia Estatal de Investigación (AEI). Múgica Grijalba, José Miguel (IP2); Cebollada Calvo, José Javier (IP). 01/01/2016 - 31/12/2020. 28.435,00 €. Equipo investigador.

- ECO2012-38590-C02-01. Análisis de los canales de distribución a través de la oferta y demanda de servicios de distribución y de la participación del consumidor. Ministerio de Economía y Competitividad, Universidad Pública de Navarra. Múgica Grijalba, José Miguel (IP). 01/01/2013 - 31/12/2015. 22.230,00 €. Equipo investigador.

C.4. Contracts, technological or transfer merits, Include patents and other industrial or intellectual property activities (contracts, licenses, agreements, etc.) in which you have collaborated. Indicate: a) the order of signature of authors; b) reference; c) title; d) priority countries; e) date; f) Entity and companies that exploit the patent or similar information, if any.

- Contrato. Asesoría y apoyo en la implantación de actividades de mejora en la huella ambiental y hábitos de socios de los clubes miembros de AEDONA AEDONA, la Asociación de Entidades Deportivas y Ocio de Navarra. IP Mónica Cortiñas Ugalde. 24/10/202224/08/2023. 1.814 €.

- Contrato. Diagnóstico Estratégico de la Fundación Gizain Fundación Gizain. IP Mónica Cortiñas Ugalde. 13/01/2020-13/05/2020. 13.859 €.

- Contrato. Estudio para la mejora en la participación activa de los usuarios en la separación de los residuos urbanos en la Mancomunidad de Montejurra Mancomunidad de Montejurra. IP Jon Benito Ostolaza. 30/09/2019-30/03/2020. 20.000 €.

- Contrato. Diagnóstico estratégico e impacto económico y social del Club Atlético Osasuna en Navarra Club Atlético Osasuna. IP Mónica Cortiñas Ugalde. 30/10/201830/06/2020. 80.000 €.