

Department: Economics and Business

Group Name: *Consumer Behavior and Marketing Decisions*

Acronym: *COBEMADE*

Group Coordinator: Olarte Pascual, M.^a Cristina

ANEP Area(s): Economy

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Department Report: 01/11/2017

RESEARCH TEAM

Number of researchers: 6

<u>Researcher</u>	<u>Department</u>	<u>Professional category</u>
Olarte Pascual, M ^a Cristina	Economy and Business	TP
Blanco Pascual, Luis	Economy and Business	Doctor on Contract
Medrano Sáez, Natalia	Economy and Business	Interim Contract
Mosquera de la Fuente, Ana María	Economy and Business	Predoctoral
Pelegrín Borondo, Jorge	Economy and Business	Doctor on Contract
Sierra Murillo, María Yolanda	Economy and Business	TCP

COLLABORATORS

Nº of collaborators: 2

<u>Collaborators</u>	<u>Department</u>	<u>Professional category</u>
Aramendía Muneta, María Elena	Economy and Business	
García Milon, Alba	Economy and Business	

Lines of research

Acceptance of new technologies and new products.
Retail trade.
Consumer behaviour.
Sales communication.
Innovation in marketing.
Wine marketing and enotourism.
Omnicality.
Tourism for shopping cars and tourist purchases.

National and international relations

Meiji University, Japan.
Southern Utah University, USA.
Autonomous University of San Luis de Potosí. Mexico
CETYS University, Mexico.