

Department: Economics and Business

Group name: *Consumer Behavior and Marketing Decisions*

Acronym: *COBEMADE*

Group Coordinator: Olarte Pascual, María Cristina

ANEP Area/s: Economy; Science and technology of materials

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Department Report: 01/11/2017

RESEARCH TEAM
No. of researchers: 5

<u>Researcher</u>	<u>Department</u>	<u>Professional Category</u>
Olarte Pascual, María Cristina	Economics and Business	Associate Professor
Blanco Pascual, Luis	Economics and Business	PhD Hire
García Milon, Alba	Economics and Business	Pre-doctoral
Pelegrín Borondo, Jorge	Economics and Business	PhD Hire
Sierra Murillo, María Yolanda	Economics and Business	Tenured Professor

COLLABORATORS
No. of collaborators: 2

<u>Collaborators</u>	<u>Department</u>	<u>Professional Category</u>
Alesanco Llorente, María	Economics and Business	Part-time Hire
Aramendía Muneta, María Elena	Economics and Business	

Research areas

Acceptance of new technologies and new products.
Retail trade.
Consumer behaviour.
Commercial communication.
Innovation in marketing.
Marketing of wine and wine tourism.
Omniquality.
Shopping tourism 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.