Editor
Carlos Flavián
Dirección de Marketing e Investigación de Mercados. Facultad de Economía y Empresa, Universidad de Zaragoza, Zaragoza, España

Associate Editors
Fevzi Okumus
Rosen College of Hospitality Management, University of Central Florida, Orlando, Florida (USA)

Eduardo Torres
Business Administration, Universidad de Chile, Santiago de Chile, Chile

Luis V. Casaló
Dirección de Marketing e Investigación de Mercados. Facultad de Economía y Empresa, Universidad de Zaragoza, Zaragoza, España

Advisory Council
Rafael Ortega de la Poza
ESIC Business & Marketing School, Madrid, España
Ana Isabel Rodríguez Escudero
Comercialización e Investigación de Mercados, Universidad de Valladolid, Valladolid, España
Salvador Ruiz de Maya
Comercialización e Investigación de Mercados, Universidad de Murcia, Murcia, España

Scientific Committee
Roger R. Betancourt
Economics, University of Maryland, Maryland, USA
Siegfried Dewitte
Marketing, Faculty of Economics and Business, KU Leuven, Leuven, Belgium
Adamantios S. Diamantopoulos
Business Administration, Faculty of Business, Economics & Statistics, University of Vienna, Vienna, Austria

Christian Grönnros
Hanken-Svenska Handelshögskolan, Helsinki, Finland
G. Thomas M. Hult
International Business Center, Broad College of Business, Michigan State University, East Lansing, Michigan, USA
Víctor Iglesias Argüelles
Comercialización e Investigación de Mercados, Facultad de Economía y Empresa, Universidad de Oviedo, Oviedo, España
Wagner A Kamakura
Fuqua School of Business, Duke University. North Carolina, Durham, USA
Constantine S. Katsikeas
Marketing Division, Leeds University Business School, University of Leeds, Leeds, United Kingdom
Phillip James Kitchen
ESC Rennes School of Business, Rennes, France
Eunju Ko
Culture & Design Management, Underwood International College, Underwood International College, Seoul, Republic of Korea
David Luna
The City University of New York. Zicklin School of Business, New York, USA
Jean-Pierre Lévy Marguin
Sciences Administratives, Université du Québec, Québec, Canada

Teodoro Luque Martínez
Comercialización e Investigación de Mercados, Universidad de Granada, Granada, España
José Afonso Mazzon
Universidade de São Paulo, São Paulo, Brazil
José Luis Munuera Alemán
Comercialización e Investigación de Mercados, Universidad de Murcia, Murcia, España
Shintaro Okazaki
School of Management and Business, King’s College London, London, United Kingdom
Yolanda Polo Redondo
Dirección de Marketing e Investigación de Mercados. Facultad de Economía y Empresa, Universidad de Zaragoza, Zaragoza, España
Ko de Ruyter
Marketing, Faculty of Management, City University, London, United Kingdom
Rajendria K. Srivastava
Singapore Management University, Lee Kong Chian School of Business, Singapore City, Singapore
Ana Valenzuela
The City University of New York. Zicklin School of Business, New York, USA
Julián Villaflor
Marketing, IESE Business School, Madrid, España

Indexed in:
LATINDEX, ISOC (CSIC), IN-RECS, RESH, DIALNET, DICE, EBSCO & e-revistas.

This journal and the individual contributions contained in it are protected under copyright, and the following terms and conditions apply to their use in addition to the terms of any Creative Commons or other user license that has been applied by the publisher to an individual article: Photocopying. Single photocopies of single articles may be made for personal use as allowed by national copyright laws. Permission is not required for photocopying articles published under the CC BY license nor for photocopying for non-commercial purposes in accordance with any other user license applied by the publisher. Permission of the publisher and payment of a fee is required for all other photocopying (in this case you should contact with CEDRO [www.cedro.org]). Derivative Works. Users may reproduce tables of contents or prepare lists of articles including abstracts for internal circulation within their institutions or companies. Other than for articles published under the CC BY license, permission of the publisher is required for resale or distribution outside the subscribing institution or company. For any subscribed articles or articles published under a CC BY-NC-ND license, permission of the publisher is required for all other derivative works, including compilations and translations. Storage or Usage. Except as outlined above or as set out in the relevant user license, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher. Author rights. Author(s) may have additional rights in their articles as set out in their agreement with the publisher (more information at http://www.elsevier.com/authorsrights). Notice. No responsibility is assumed by the Publisher or the ESIC and AEMARK for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions or ideas contained in the material herein. Although all advertising material is expected to conform to ethical stand-dards, inclusion in this publication does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made of it by its manufacturer.

Subscription of printed version available (VAT included)

Professional: 87.63 €
Institutions: 221.84 €
Prices valid only for Spain

Subscriptions and customer care: Elsevier España, S.L.U. Teléfono: 902 888 740
Email: suscripciones@elsevier.com


Legal deposit: B-4028-2014