

## PEDRO R. PALOS SANCHEZ \* (June 2020) – CV



\* Department of Financial Economy and Operations Management at University of Sevilla. Faculty of Business and Management. Av. Ramón y Cajal, 1, 41018, Sevilla, Spain; [ppalos@us.es](mailto:ppalos@us.es)

PhD in Business Economics at University of Sevilla, Post-doc Research Stay at Universidade do Algarve, Universidade Nova de Lisboa and Technology Institute of Costa Rica University.

Researcher ID WOS: A-8952-2017  
ORCID ID: 0000-0001-9966-0698  
SCOPUS ID: 57193833640

### ACADEMIC POSITIONS

03/ 2018 - present	Associate Professor of Business Economics, University of Sevilla
03/ 2017 - 03/2019	Associate Professor of Marketing, UNIR
02/2016 - 03/2017	Assistant Professor of Business Economics, Pablo de Olavide University
07/2014 - 03/2018	Assistant Professor of Marketing, University of Extremadura

### EDUCATION

01/2016	Ph.D., in Business Economics Cum Laude (Extraordinary Doctorate Award) University of Sevilla, Sevilla, Spain
10/2014	M. Sc. MBA Camilo Jose Cela University and ESERP Business School, Madrid, Spain
06/2013	B.A., Information Systems Engineering Catholic University of Avila, Avila, Spain
09/2012	M. Sc. eLearning and Education Cataluña Open University, Barcelona, Spain
06/2009	B.A. Technical and Market Research Cataluña Open University, Barcelona, Spain
06/1997	B.A., Computer Science University of Extremadura, Cáceres, Spain

### RESEARCH STAYS

07/2019 - 08/2019	Post-Doctoral Research Stay in Business Management <b>Costa Rica Technology Institute – TEC Costa Rica University</b> Cartago, Costa Rica
11/2018 -02/2019	Post-Doctoral Research Stay in Start-Up and Entrepreneurship <b>Faculdade de Ciências e Tecnologia, Universidade Nova de Lisboa</b> Caparica, Lisboa, Portugal
05/2017 -09/2017	Post-Doctoral Research Stay in Digital Marketing and Tourism <b>ESGHT, Universidade do Algarve</b> Faro, Portugal

### HONORS AND AWARDS

01/2019	Nominated an international top scientific reviewer '2018 Peer Review Awards' Publons for the 2018 global Peer Review Awards
06/2018	Extraordinary PhD Award Universidad of Sevilla Sevilla, Spain
12/2017	Best practice commercial mentoring. Extremadura Avante. Junta de Extremadura Mérida, Spain

## ARTICLES INDEXED IN WEB OF SCIENCES – JOURNAL OF CITATION REPORT (JCR)

1. Palos-Sanchez, P.R., Saura, J.R. and Correia, M.B. (2020). Do tourism applications' quality and user experience influence its acceptance by tourists?. *Review of Managerial Science*. Article in press.

Quartile (2018)	<b>Q4</b>	Category	Management	Impact Factor (5 years)	<b>2.015</b>	<a href="#">View</a>
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2. Martin-Velicia, F.A., Doña, L. & Palos-Sanchez, P.R. (2020). How deep is your love? Brand love analysis applied to football teams. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/IJSMS-10-2019-0112>

Quartile (2018)	<b>Q4</b>	Category	Hospitality, Leisure and Tourism	Impact Factor (5 years)	<b>1.177</b>	<a href="#">View</a>
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3.Saura, J. R., Palos-Sanchez, P., & Velicia-Martin, F. (2020). What Drives Volunteers to Accept a Digital Platform That Supports NGO Projects?, *Frontiers in Psychology*, **11**, 429. <https://doi.org/10.3389/fpsyg.2020.00429>

Quartile (2018)	<b>Q2</b>	Category	Psychology, Multidisciplinary Sciences	Impact Factor (5 years)	<b>2.871</b>	<a href="#">View</a>
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4. Saura, J. R., Palos-Sanchez, P., & Rodríguez Herráez, B. (2020). Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies2020, **12**(3), 1003; <https://doi.org/10.3390/su12031003>

Quartile (2018)	<b>Q2</b>	Category	Environmental Studies	Impact Factor (5 years)	<b>2.801</b>	<a href="#">View</a>
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5. Fernández, J. A. F., Sánchez, P. R. P., & Camacho, M. A. (2020). Motivaciones, formación y planificación del trabajo en equipo para entornos de aprendizaje virtual. *Interciencia: Revista de ciencia y tecnología de América*, **45**(2), 102-109.

Quartile (2018)	<b>Q4</b>	Category	Ecology	Impact Factor (5 years)	<b>0.302</b>	<a href="#">View</a>
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6. Ríos-Martín, M. Á., Folgado-Fernández, J. A., Palos-Sánchez, P. R., & Castejón-Jiménez, P. (2019). The Impact of the Environmental Quality of Online Feedback and Satisfaction When Exploring the Critical Factors for Luxury Hotels. *Sustainability*, **12**(1), 1-24.

Quartile (2018)	<b>Q2</b>	Category	Environmental Studies	Impact Factor (5 years)	<b>2.801</b>	<a href="#">View</a>
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7. Palos-Sanchez, P.R., Robina-Ramirez, R. & Velicia-Martín, F. (2019). What Role does Corporate Governance Play in the Intention to Use Cloud Computing Technology? . *Symmetry* 2019, **11**(10), 1253; <https://doi.org/10.3390/sym11101253>

Quartile (2018)	<b>Q2</b>	Category	Multidisciplinary Sciences	Impact Factor (5 years)	<b>2.041</b>	<a href="#">View</a>
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8. Saura J.R., Palos-Sanchez, P.R. & Blanco, A. (2019). The importance of Information Service Offerings of collaborative CRMs on Decision Making in B2B Marketing, *Journal of Business & Industrial Marketing* DOI 10.1108/JBIM-12-2018-0412

Quartile (2018)	<b>Q3</b>	Category	Business	Impact Factor (5 years)	<b>2.256</b>	<a href="#">View</a>
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9. Salmeron, J. L., Correia, M. B., & Palos-Sanchez, P. R. (2019). Editorial of Complexity in Forecasting and Predictive Models. *Complexity*, 2019.

Quartile (2018)	<b>Q1</b>	Category	Multidisciplinary Sciences	Impact Factor (5 years)	<b>2.602</b>	<a href="#">View</a>
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10. Palos-Sanchez, P.R., Correia, M.B. and Saura, J.R. (2019). An empirical examination of adoption of mobile applications in Spain and Portugal, based in UTAUT. *International Journal of Mobile Communications*, **17**, 5 doi: 10.1504/IJMC.2019.10015531.

Quartile (2017)	<b>Q2</b>	Category	Communication	Impact Factor (5 years)	n/a	<a href="#">View</a>
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11. Palos-Sánchez, P. R., Baena-Luna, P., & Peña, A. C. (2019). Análisis de las competencias educativas para evaluar a las personas emprendedoras. *Interciencia: Revista de ciencia y tecnología de América*, **44**(5), 291-297.

Quartile (2018)	<b>Q4</b>	Category	Ecology	Impact Factor (5 years)	<b>0.302</b>	<a href="#">View</a>
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12. Saura, J.R.; Palos-Sanchez, P.; Grilo, A. (2019) Detecting Indicators for Startup Business Success: Sentiment Analysis Using Text Data Mining. *Sustainability*, 2019, **11**(3), 917; <https://doi.org/10.3390/su11030917>

Quartile (2018)	<b>Q2</b>	Category	Environmental Studies	Impact Factor (5 years)	<b>2.801</b>	<a href="#">View</a>
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13. Salmeron, J. L., & Palos-Sanchez, P. R. (2019). Uncertainty Propagation in Fuzzy Grey Cognitive Maps with Hebbian-Like Learning Algorithms. *IEEE Transactions on Cybernetics*, doi: 10.1109/TCYB.2017.2771387

Quartile (2018)	<b>Q1</b>	Category	Computer Sciences	Impact Factor (5 years)	<b>9.631</b>	<a href="#">View</a>
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14. Palos-Sanchez, P.R., Saura, J.R. and Martin-Velicia, F.A. (2019). Study of the effects of Programmatic Advertising on users' Concerns about Privacy in effects overtime. *Journal of Business Research*, vol. 96, pp 61-72. doi: /10.1016/j.jbusres.2018.10.059

Quartile (2018)	<b>Q1</b>	Category	Business	Impact Factor (5 years)	<b>4.747</b>	<a href="#">View</a>
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15. Reyes-Menendez, A., Saura, J.R., Palos-Sanchez, P.R. & Alvarez-Garcia, J. (2018) Understanding User Behavioral Intention to adopt a Search Engine that promotes Sustainable Water Management. *Symmetry*, **10**(11), 584; <https://doi.org/10.3390/sym10110584>

Quartile (2018)	<b>Q2</b>	Category	Multidisciplinary Sciences	Impact Factor (5 years)	<b>2.041</b>	<a href="#">View</a>
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16.Reyes-Menendez, A., Palos-Sanchez, P.R., Saura, J.R. & Martin-Velicia, F. (2018). Understanding the impact of wireless communications and Wi-Fi access on customer loyalty: A behavioral model system. *Wireless Communication and Mobile Computing*, Volume 2018, Article ID 3487398, doi: /10.1155/2018/3487398

Quartile (2018)	<b>Q3</b>	Category	Computer Sciences	Impact Factor (5 years)	<b>1.364</b>	<a href="#">View</a>
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17. Robina Ramirez, R. and Palos-Sanchez, P. (2018). Environmental firms' better attitude towards nature in the context of Corporate Compliance. *Sustainability*, 10(9), 3321; <https://doi.org/10.3390/su10093321>

Quartile (2018)	Q2	Category	Environmental Studies	Impact Factor (5 years)	2.801	<a href="#">View</a>
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18. Palos-Sanchez, P.R., Martin-Velicia, F. and Saura, J.R. (2018). Complexity in the acceptance of sustainable search engines on the Internet: An analysis of not observed heterogeneity with PLS-FIMIX. *Complexity*, Volume 2018, Article ID 6561417, 19 pages <https://doi.org/10.1155/2018/6561417>

Quartile (2018)	Q1	Category	Multidisciplinary Sciences	Impact Factor (5 years)	2.602	<a href="#">View</a>
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19. Robina Ramirez, R. and Palos-Sanchez, P. (2018). Willingness to comply with corporate law. An interdisciplinary teaching method in Higher Education. *Sustainability*, 10, 1991, doi: 10.3390/SU10061991 (JCR Q2)

Quartile (2018)	Q2	Category	Environmental Studies	Impact Factor (5 years)	2.801	<a href="#">View</a>
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20. Palos-Sanchez, P.R. & Correia, M.B. (2018). The collaborative economy based analysis of demand: study of Airbnb case in Spain and Portugal. *Journal of Theoretical and Applied Electronic Commerce Research* 13 (3), doi: 0.4067/S0718-18762018000300105 (JCR Q4)

Quartile (2018)	Q4	Category	Business	Impact Factor (5 years)	n/a	<a href="#">View</a>
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21. Saura, J.R., Palos-Sanchez, P.R. and Rios Martin, M.A. (2018). Attitudes to environmental factors in the tourism sector expressed in online comments: An exploratory study. *International Journal of Environmental Research and Public Health* 15(3), 553; doi:10.3390/ijerph15030553 (JCR Q2)

Quartile (2018)	Q2	Category	Environmental Sciences	Impact Factor (5 years)	2.948	<a href="#">View</a>
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22. Palos-Sanchez, P.; Saura, J.R. (2018). The Effect of Internet Searches on Afforestation: The Case of a Green Search Engine. *Forests*, 9, 51. doi:10.3390/f9020051 (JCR Q2)

Quartile (2018)	Q2	Category	Forestry	Impact Factor (5 years)	2.041	<a href="#">View</a>
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23. Palos-Sanchez, P.R., Saura, J.R. & Debasa, F. (2018). The influence of social networks on the development of recruitment actions that favor user interface design and conversions in mobile applications powered by linked data. *Mobile Information Systems*, Volume 2018, Article ID 5047017, 11 pages, doi.org/10.1155/2018/5047017 (JCR Q3)

Quartile (2018)	Q3	Category	Computer Sciences	Impact Factor (5 years)	1.501	<a href="#">View</a>
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24. Palos-Sanchez, P. R., Hernandez-Mogollon, J. M., & Campon-Cerro, A. M. (2017). The Behavioral Response to Location Based Services: An Examination of the Influence of Social and Environmental Benefits, and Privacy. *Sustainability*, 9(11), 1988. doi:10.3390/su9111988 (JCR Q2)

Quartile (2017)	Q2	Category	Environmental Studies	Impact Factor (5 years)	2.801	<a href="#">View</a>
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25. Palos-Sanchez, P. R., Arenas-Marquez, F. J., & Aguayo-Camacho, M. (2017). Cloud Computing (SaaS) adoption as a strategic technology: Results of an empirical study. *Mobile Information Systems*, 2017. Article ID 2536040, 20 pages, doi:/10.1155/2017/2536040 (JCR Q4)

Quartile (2017)	Q4	Category	Computer Sciences	Impact Factor (5 years)	0.990	<a href="#">View</a>
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## ARTICLES INDEXED IN SCOPUS (ELSEVIER - SCIMAGO)

1. Garro-Abarca, V. M., Rus-Arias, E., & Palos-Sanchez, P. R. Un análisis bibliométrico de los factores que influyen en el rendimiento de los Equipos Virtuales. *Revista Espacios*, 41(17) p. 30

Scopus (2018)	Q3	Category	Business and International Management	Impact Factor	0.14	<a href="#">View</a>
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2. Saura, J. R., Reyes-Menendez, A., & Palos-Sanchez, P. (2019). Are Black Friday Deals Worth It? Mining Twitter Users' Sentiment and Behavior Response. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(3), 58. doi: 10.3390/joitmc5030058

Scopus (2018)	Q1	Category	General Economics	Impact Factor	4.26	<a href="#">View</a>
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3. Saura, J. R., Reyes-Menendez, A., and Palos-Sanchez, P. (2019). Mapping multispectral Digital Images using a Cloud Computing software: Applications from UAV images. *Heliyon*, 5(2). doi: 10.1016/j.heliyon.2019.e01277

Scopus (2018)	Q1	Category	Multidisciplinary	Impact Factor	0.36	<a href="#">View</a>
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4. Saura, J.R., Reyes-Menendez, A. and Palos-Sanchez, P. (2018). Un Análisis de Sentimiento en Twitter con Machine Learning: Identificando el sentimiento sobre las ofertas de #BlackFriday. A feeling analysis in Twitter with machine learning: capturing sentiment from #BlackFriday offers. *Revista Espacios*. 39(43)

Scopus (2018)	Q3	Category	Business and International Management	Impact Factor	0.14	<a href="#">View</a>
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5. Reyes-Menendez, A., Saura, J.R., and Palos-Sanchez, P. (2018). Identifying Key Performance Indicators for Marketing strategies in Mobile Applications: A Systematic Literature Review. *International Journal of Electronic Marketing and Retailing*

Scopus (2018)	Q3	Category	Marketing, Business and Management	Impact Factor	0.25	<a href="#">View</a>
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6. Palos-Sanchez, P., Reyes-Menendez, A. and Saura, J.R. (2018). Modelos de Adopción de Tecnologías de la Información y Cloud Computing en las Organizaciones: Un análisis de la Literatura. *Informacion Tecnológica*, 30 (3), 10.

Scopus (2018)	Q3	Category	Strategy and Management	Impact Factor	0.20	<a href="#">View</a>
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7. Palos-Sanchez, P.R., Saura, J.R., Grilo, A. & Robina Ramirez, R. (2020). The Role of Creativity in the Startup Business Ecosystem. *Creativity Studies*. Article in press.

Scopus (2018)	Q1	Category	Political Sciences and International Relations	Impact Factor	2.23	<a href="#">View</a>
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8. Palos-Sanchez, P. R., Ramírez, R. R., & Suárez, L. M. C. (2018). Ética de la reputación online, marca personal y privacidad en el cloud computing: protección de los usuarios frente al derecho al olvido. *Biblios: Journal of Librarianship and Information Science*, (71), 17-31. Doi:10.5195/biblios.2018.428.

Scopus (2018)	Q4	Category	Library and Information Sciences	Impact Factor	0.1	<a href="#">View</a>
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9. Cerdá Suárez, L.M., Robina Ramírez, R. & Palos Sánchez, P.R. (2018). The influence of health and environment-focused values on restaurateur satisfaction in organic restaurants: a descriptive analysis in Spain. *Cuadernos de Gestión* 18 (2). DOI: 10.5295/cdg.160718lc (Q2).

Scopus (2018)	Q3	Category	Business and International Management	Impact Factor	0.23	<a href="#">View</a>
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10. Saura, J. R., Palos-Sánchez, P., & Cerdá Suárez, L. M. (2017). Understanding the Digital Marketing Environment with KPIs and Web Analytics. *Future Internet*, 9(4), 76, doi:10.3390/fi9040076

Scopus (2017)	Q3	Category	Computer Networks and communications	Impact Factor	0.24	<a href="#">View</a>
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10. Palos-Sanchez, P. R. (2017). El cambio de las relaciones con el cliente a través de la adopción de APPS: Estudio de las variables de influencia en M-Commerce. *Revista Espacios*, 38(23).

Scopus (2017)	Q3	Category	Business and International Management	Impact Factor	0.14	<a href="#">View</a>
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11. Palos-Sánchez, P. R., Arenas-Márquez, F. J., & Aguayo-Camacho, M. (2017). La adopción de la tecnología cloud computing (SaaS): efectos de la complejidad tecnológica vs formación y soporte. *RISTI-Revista Ibérica de Sistemas e Tecnologías de Informação*, (22), 89-105.

Scopus (2017)	Q3	Category	Computer Science	Impact Factor	0.22	<a href="#">View</a>
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12. Palos-Sánchez, P. R., Arenas-Márquez, F. J., & Aguayo-Camacho, M. (2017). Determinants of Adoption of Cloud Computing Services by Small, Medium and Large Companies. *Journal of Theoretical & Applied Information Technology*, 95(6).

Scopus (2017)	Q3	Category	Business and International Management	Impact Factor	0.17	<a href="#">View</a>
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13. Garro-Abarca, Víctor M., Rus-Arias, Enrique, Palos-Sanchez, Pedro R. (2020). Un análisis bibliométrico de los factores que influyen en el rendimiento de los Equipos Virtuales. *Revista Espacios* Vol. 41 (nº 17) Pag. 30

Scopus (2018)	Q3	Category	Business and International Management	Impact Factor	0.14	<a href="#">View</a>
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## CHAPTERS

1. Reyes-Menendez, A., Saura, J.R. and Palos-Sanchez, P. (2020). Cyber Security and the Internet of Things: Anticipating the Leverage of Cyber Crimes with Interconnected Devices. In book: *The Evolution of Business in the Cyber Age Digital Transformation, Threats, and Security*. Publisher: Apple Academic Press.

ISBN	9781771888103	Category	Information Systems, Communication	Editorial	Apple Academic Press	<a href="#">View</a>
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2. Saura, J.R, Palos-Sánchez, P. y Reyes-Menéndez, A. (2018). El nuevo marketing en la pyme: oportunidades estratégicas de internet para la pequeña y mediana empresa. Capítulo 8. pp. 218-233. En Rincón, Y., Restrepo, J. y Vanegas, J.G. (Coords.). (2018). *Estudios de Comunicación y Marketing*. pp. 330. Medellín, Colombia. Sello Editorial PUBLICAR-T. Tecnológico de Antioquia, Institución Universitaria

ISBN	978-958-56958-6-3	Category	Business and Management	Editorial	PUBLICAR-T	<a href="#">View</a>
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3. Saura, J. R., Reyes-Menendez, A., & Palos-Sanchez, P. R. (2019). The Digital Tourism Business: A Systematic Review of Essential Digital Marketing Strategies and Trends. In J. Santos, & Ó. Silva (Eds.), *Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries* (pp. 1-22). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-9783-4.ch001

ISBN	9781522597834	Category	Communication and Education	Editorial	IGI Books	<a href="#">View</a>
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4. Saura, J.R., Reyes-Menendez, A. and Palos-Sanchez, P. (2020). Innovación Docente y Redes Sociales: Twitter como herramienta de comunicación docente a través de comunidades digitales. En: El uso de las TICs en la Innovación Docente. Editorial Dykinson.

ISBN	Registering	Category	Communication and Education	Editorial	Dykinson	Accepted
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5. Saura, J.R., Palos-Sanchez, P. R., & del Río, M. D. L. C. (2020). Technology-Based Tourism Businesses: Extracting Actionable Knowledge and Insights from Social Networks. In *Technological Progress, Inequality and Entrepreneurship* (pp. 47-65). Springer, Cham. (Index SPI)

ISBN	978-3-030-26244-0	Category	Business, Management and Economy	Editorial	Springer	View
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6. Reyes-Menendez, A., Saura, J.R., Palos-Sanchez, P.R. (2019). Cybersecurity and the internet of things. Anticipating the leverage of cybercrimes with inter-connected devices. In "The Digital Business Environment: Cyber Space, Cyber Crimes, & Cyber Security" IGI Books. (Index SPI)

ISBN	Accepted	Category	Communication and Education	Editorial	IGI Books	View
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7. Palos-Sanchez, P.; Saura, J.R. & Alvarez-Garcia, J. (2019). Innovation and Creativity in the Mobile Applications Industry: a case study of Mobile health Applications (e-Health Apps) in the handbook "Cultural and Creative Industries. A way to Entrepreneurship and Innovation". Peris Ortiz, M. Switzerland: Springer International Publishing. (Index SPI)

ISBN	9783319995892	Category	Business, Management and Economy	Editorial	Springer	View
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8. Saura, J.R., Palos-Sanchez, P.R. & Correia, M.B. (2018). Organizational Transformation and Managing Innovation in the Fourth Industrial Revolution. In Handbook Guerra A., Digital Marketing strategies based on the e-Business Model: Literature review and future directions. IGI-Global. (Index SPI)

ISBN	9781522570745	Category	Communication and Education	Editorial	IGI Books	View
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9. Palos-Sanchez, P. R., & Correia, M. B. (2018). Perspectives of the Adoption of Cloud Computing in the Tourism Sector. In *Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications* (pp. 377-400). IGI Global. (Index SPI).

ISBN	9781522529279	Category	Communication and Education	Editorial	IGI Books	View
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10. José L. Salmerón & Pedro Palos Sánchez (2016). Analyzing Cloud Business Services with Choquet Fuzzy Integrals and Support Vector Machines Smart Innovation, Systems and Technologies Vol. 57 Springer, doi 10.1007/978-3-319-39627-9. (Index SPI)

ISBN	978-3-319-39626-2	Category	Computer Science	Editorial	Springer	View
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11. Saura, J.R., Palos-Sánchez, P. & Álvarez-García, J. (2018) "Innovation and Creativity for Sustainable Resource Management: A Case Study About Search Engines" In the Book Corporate Social Responsibility: Challenges in Diversity, Accountability and Sustainability, Escobar Pérez, B. & Miras Rodríguez, M.M., Nova Publishers. (Index SPI).

ISBN	978-1-53614-294-5	Category	Management Science	Editorial	Nova Publishers	View
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## EMERGING SOURCES CITATION INDEX (CLARIVATE ANALYTICS)

1. Palos-Sanchez, Saura, J.R., Reyes-Menendez and Esquivel, I.V. (2018). Users Acceptance of Location-Based Marketing Apps in Tourism Sector: An Exploratory Analysis. *Journal of Spatial and Organizational Dynamics* Special Issue in Marketing and Tourism. 7(3)

ISBN	2183-1912	Category	Marketing and Tourism	Access	View
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2. Saura, J.R., Reyes-Menendez, A., Palos-Sanchez, P. and Filipe, F. (2019). Discovering UGC Communities to Drive Marketing Strategies: Leveraging Data Visualization. *Journal of Spatial and Organizational Dynamics* Special Issue in Marketing and Tourism. 7(3)

ISBN	2183-1912	Category	Marketing and Tourism	Access	View
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3. Saura, J.R., Palos, P., Debasa Navalpotro, F. (2017). El problema de la Reputación Online y Motores de Búsqueda: Derecho al Olvido. *Cadernos de Derecho Actual* 8, pp. 221-229

ISBN	2340-860X	Category	Law	Access	View
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4. Palos Sánchez, P. R. (2016). Aproximación a los factores claves del retorno de la inversión en formación e-learning. *3C Empresa*, 5(4), 12.

ISBN	2254 – 3376	Category	Business and Management	Access	View
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5. Sánchez, P. R. P. (2016). Modelos de aceptación y uso del Cloud Computing: Un análisis realizado en el ámbito empresarial. *Estudios de Economía Aplicada*, 34, 3.

ISBN	1133 - 3197	Category	Economy	Access	<a href="#">View</a>
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### INDEXED IN DICE, GOOGLE SCHOLAR, LATINDEX-DIALNET AND OTHERS

1. Saura, J.R., Palos-Sánchez, P. and Reyes-Menendez, A. (2017). Marketing a través de Aplicaciones Móviles de Turismo (M-Tourism). Un estudio exploratorio. *International Journal of World of Tourism*, 4 (8), pp. 45-56. doi: dx.doi.org/10.12795/IJWT.2017.i08.04

ISBN	2386-2319	Category	International Tourism, Business	Access	<a href="#">View</a>
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2. Reyes-Menendez, A., Saura, J.R. and Palos-Sanchez, P. (2018). Crowdfunding y financiación 2.0. Un estudio exploratorio sobre el turismo cultural. *International Journal of Information Systems and Tourism (IJIST)*, 3 (1), 23-34

ISBN	2386-5229	Category	Information Systems, Tourism	Access	<a href="#">View</a>
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### SELECTED TALKS AT PEER-REVIEWED SCIENTIFIC MEETINGS

08/2019	5 th Academy of Business and Emerging Markets (ABEM 2019) Conference Universidad Estatal a Distancia (UNED), San José, Costa Rica.
11/2018	TMS Algarve 2018 - Tourism & Management Studies International Conference. University of Algarve, Algarve, Portugal.
05/2018	<i>The new paradigm of cloud computing from the perspective of corporate governance: factors of influence in its adoption</i> DIF Conference (digital innovation & financing ) Lyon, France
06/2018	<i>A sentiment Analysis to identify factors related to the quality of service on Twitter</i> XXXII AEDEM Annual Meeting Polytechnic University of Valencia Gandía, Spain
11/2017	<i>The digital marketing environment through search engine optimization and web metrics</i> 16th International Conference on www/internet 2017 and applied computing Vilamoura, Portugal
07/2016	<i>Analysis of institutional factors supporting the use of SaaS in the european context</i> VII Postgraduate Conference ESGHT 2016 University of Algarve Faro, Portugal
05/2016	<i>Demand and Production of Olive Oil versus Gastronomic Tourism: A Relational Approach to Internet Searches</i> 4th GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM Tunisia, Tunisian

### SERVICE

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International Journal of Scientific Management and Tourism

#### GUEST EDITOR

Web of Science Journal

Special Issue " Complexity to Understanding Consumer Behavior from the Marketing Perspective". Complexity. Wiley Hindawi (2019)  
Special Issue "Consumer Behavior in the Digital Age" Journal of Spatial and Organizational Dynamics (2020)  
Special Issue "Digital Marketing for Sustainable Growth: Business Models and Online Campaigns using Sustainable Strategies". Sustainability. MDPI (2019).

#### INTERNATIONAL REVIEWER

Web of Science Journal

Kybernetes. Emerald Publishing Group Ltd.

Sustainability. MDPI

International Journal of Environmental Research and Public Health (IJERPH) MDPI

Complexity. Hindawi

Applied Sciences. MDPI

Information. MDPI

Symmetry. MDPI

SCOPUS

Social Sciences. MDPI

Google Scholar Journal

Journal of Tourism and Hospitality Management (2018)

## MASTER PROJECT ADVISING

09 / 2018	Master Thesis – How to increase the user experience in leisure and entertainment venues through Mobile Marketing
09 / 2017	Master Thesis – Big Data in the doctor's office
09 / 2017	Master Thesis – Digital Marketing Plan for the launch of the mobile app Matilda
09 / 2017	Master Thesis – Digital transformation of marketing and sales processes of the telecommunications company Loja Tech
09 / 2016	Master Thesis – Methodological procedure for obtaining metrics for professional soccer teams in Ecuador
09 / 2016	Master Thesis – Creation of the VALD&BALD Online Shop

## AFFILIATIONS

Andalusian College of Computer Engineers

Economy College of Sevilla

AEMARK- Spanish Association of Academic and Professional Marketing

AEDEM – European Academy of Management and Business Economics

## CORPORATE FUNDED PROJECTS (Main research)

06 / 2019 – 09 / 2020	Digital Transformation in Advisory Business Sector General Council of Colleges of Administrative Managers of Spain
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## OTHER PROFESSIONAL EXPERIENCES

05/1997 – 2018	CEO and General Manager Ddtel, Generación de Tecnologías de la Información...
09/2018 – present	Digital Transformation Consultant Red.es – Public Corporate Entity belonging to the Ministry of Energy, Tourism and the Digital Agenda, Government of Spain.



## Pedro Palos-Sanchez

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PUBLICATIONS	TOTAL TIMES CITED	H-INDEX	VERIFIED REVIEWS	VERIFIED EDITOR RECORDS
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### Verified editor records (manuscripts handled as editor)

(4) Complexity	WOS	(2) Sustainability	WOS
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Plus 8 more editor records awaiting verification.

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(3) International Journal of Mobile Com...	WOS	(3) Journal of Open Innovation: Technology, M...	
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(2) Electronics	WOS	(2) International Journal of Environmen...	WOS
(2) Journal of Cleaner Production	WOS	(2) Journal of Sensor and Actuator Net...	WOS
(2) Urban Science		(1) Applied Sciences	WOS
(1) Big Data and Cognitive Computing		(1) Entrepreneurship and Sustainability ...	WOS
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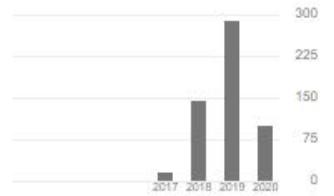
Digital Economy Technology Adoption Sharing Economy Mobile Marketing  
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TÍTULO	CITADO POR	AÑO
<b>Understanding the digital marketing environment with KPIs and web analytics</b> JR Saura, P Palos-Sánchez, LM Cerdá Suárez Future Internet 9 (4), 76	61	2017
<b>Cloud Computing (SaaS) adoption as a strategic technology: Results of an empirical study</b> PR Palos-Sanchez, FJ Arenas-Marquez, M Aguayo-Camacho Mobile Information Systems 2017	31	2017
<b>The collaborative economy based analysis of demand: Study of airbnb case in spain and portugal</b> PR Palos-Sanchez, MB Correia Journal of theoretical and applied electronic commerce research 13 (3), 85-98	29	2018
<b>A study of the effects of programmatic advertising on users' concerns about privacy overtime</b> P Palos-Sanchez, JR Saura, F Martín-Velicia Journal of Business Research 96, 61-72	27	2019
<b>Marketing a través de aplicaciones móviles de turismo (m-tourism): Un estudio exploratorio</b> JR Saura, PR Palos Sánchez, A Reyes Menéndez International journal of world of tourism, 4 (8), 45-56.	27	2017
<b>Detecting indicators for startup business success: Sentiment analysis using text data mining</b> JR Saura, P Palos-Sanchez, A Grilo Sustainability 11 (3), 917	24	2019
<b>Users acceptance of location-based marketing apps in tourism sector: An exploratory analysis</b> P Palos-Sanchez, JR Saura, A Reyes-Menendez, IV Esquivel Journal of Spatial and Organizational Dynamics 6 (3), 256-270	22	2018
<b>Understanding user behavioral intention to adopt a search engine that promotes sustainable water management</b> A Reyes-Menendez, JR Saura, PR Palos-Sanchez, J Alvarez-Garcia Symmetry 10 (11), 584	21	2018
<b>The effect of internet searches on afforestation: The case of a green search engine</b> P Palos-Sanchez, JR Saura Forests 9 (2), 51	21	2018
<b>Complexity in the acceptance of sustainable search engines on the internet: an analysis of unobserved heterogeneity with FIMIX-PLS</b> P Palos-Sanchez, F Martín-Velicia, JR Saura Complexity 2018	20	2018
<b>Attitudes to environmental factors in the tourism sector expressed in online comments: An exploratory study</b> JR Saura, PR Palos-Sanchez, MA Rios Martín International Journal of Environmental Research and Public Health 15 (3), 553	19	2018
<b>The influence of social networks on the development of recruitment actions that favor user interface design and conversions in mobile applications powered by linked data</b> PR Palos-Sanchez, JR Saura, F Debasa Mobile Information Systems 2018	19	2018
<b>Digital marketing strategies based on the e-business model: Literature review and future directions</b> JR Saura, PR Palos-Sanchez, MB Correia Organizational Transformation and Managing Innovation in the Fourth ...	16	2019
<b>Understanding the influence of wireless communications and Wi-Fi access on customer loyalty: A behavioral model system</b> A Reyes-Menendez, PR Palos-Sanchez, JR Saura, F Martín-Velicia Wireless Communications and Mobile Computing 2018	17	2018
<b>Un Análisis de Sentimiento en Twitter con Machine Learning: Identificando el sentimiento</b>	14	2018

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### Coautores

- José Ramón Saura  
Digital Marketing Lecturer, Rey J... >
- Ana Reyes-Menendez  
Universidad Rey Juan Carlos >
- Manisol B. Correia  
ESGHT, Universidade do Algarv... >
- Félix Velicia-Martín  
Universidad de Sevilla. Dpto. Ad... >
- LUIS MANUEL CERDA SUAREZ  
Universidad Internacional de La ... >
- José Antonio Folgado  
Professor >
- Jose L. Salmeron  
Professor of Data Science (Univ... >
- Rafael Robina Ramirez  
Universidad de Extremadura >
- José Manuel Hernández Magallón  
Profesor de Marketing UEX >
- Ana María Campón Cerro  
Profesora Área de Comercializac... >
- Antonio Grilo  
Associate Professor w/ Habilita... >
- Miguel Ángel ríos Martín  
Profesor sistemas de información >
- Pedro Baena-Luna  
Universidad de Sevilla >
- Felipe Debasa  
Rey Juan Carlos University >
- Esther García-Río  
Universidad de Sevilla >
- Alicia Blanco González  
Profesora de Comercialización e... >
- Célia Ramos >

Updated May 2020