

CONTACT DETAILS

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Address	Granada, 18198. Spain
Date of Birth	02/01/1981
Marital status	Married



PHD, MARKETING AND CONSUMER BEHAVIOR

• December 2011, March 2013

MSc Marketing and Consumer Behavior
BSc Marketing and Market Research
BSc Business

University of Granada – University of Jaén, Spain.
Cum Laude honors with International Mention

First grade
First grade

PROFESSIONAL EXPERIENCE

August 2013, present	University Católica de la Santísima Concepción Management Department, FACEA, Concepcion, Chile.	Lecturer and Researcher Marketing area coordinator
April to December 2013	University of Concepción Business School, Chillán, Chile	Lecturer and Researcher
October 2011 to March 2013	University of Jaén Area of Marketing and Consumer Research, Jaén, Spain	Lecturer and Researcher
March to August 2011 November to December 2009	University of Granada Cartuja Campus, Granada, Spain	Lecturer and Researcher High quality official certificate

RESEARCH EXPERIENCE

PUBLICATIONS

38 publications in international and relevant journals, 17 in review.
4 books, 5 books chapters
More than 40 international conferences
18 research directed

RELEVANT DATA

Visiting lecturer in Aarhus Business Institute and **research visiting** in University of Coventry, University of Valencia, and University of Granada.

Awarded Best researcher from a Latin-American university in the AEMARK meeting.

Best Doctoral Thesis Award in ENEFA meeting of ASFAE (Senior Staff Association of the Schools of Management, Business and Enterprise).

English learning scholarship in **Kean University, New Jersey, USA**. By Banco Santander. **English learning scholarship** in Kaplan International, Chicago, USA. Awarded by the Spanish Government.

Conference invited speaker. Introduction to Neuromarketing. University Continental of Perú, Huancayo. October 2015.

Accredited by: The National Agency for Quality Assessment and Accreditation of Spain "Associate Professor" (*Profesor Titular*).

Chair of the GIKA conference in Concepción UCSC (January 2019)

Award best marketing paper in ENEFA 2017

Award best marketing paper in CIED Conference 2018

Award best paper in GIKA Conference 2018

Award best research paper Adalberto Viesca Sada (University of Monterrey)

PAPERS

- Alonso Dos Santos, M. (2012). An attendance behavior model at sports events: Comparison and contrast of two models. *Sport Science Review*, XXI(1), 21–42. <http://doi.org/10.2478/v10237-012-0002-x>
- Alonso Dos Santos, M., Calabuig Moreno, F., Montoro Rios, F., Valantine, I., & Emeljanovas, A. (2014). Destination image of a city hosting sport event: Effect on sponsorship. *Transformations in Business & Economics*, 13(2A), 343–360.
- Alonso Dos Santos, M., & Montoro Rios, F. J. (2016). Scale of spectators' motivations at soccer events. *Soccer & Society*, 17(1), 58-71. <http://doi.org/10.1080/14660970.2014.891986>
- Pérez-Campos, C., & Alonso-Dos-Santos, M. (2013). La importancia de los atributos del servicio y el valor percibido en la predicción de la satisfacción de los espectadores de balonmano. *Journal of Sports Economics & Management*, 3(1), 33–46.
- Pérez-Torres, K., Pérez-Lara, M., Leal-Matamala, E., & Alonso-Dos-Santos, M. (2015). Factores que explican la intención de compra en el sector de la telefonía móvil en Concepción, Chile. *Revista Academia y Negocios*, 1(2), 79-88.
- Alonso-Dos-Santos, M., Vveinhardt, J., Calabuig-Moreno, F., & Montoro-Ríos, F. (2016). Involvement and image transfer in sports sponsorship. *Engineering Economics*, 27(1), 78–89. <http://doi.org/10.5755/j01.ee.27.1.8536>
- Avendaño, Catherine A., Gutiérrez, Karol A., Salgado, Camila F., y Alonso-Dos-Santos, M. (2016). Rendimiento Académico en Estudiantes de Ingeniería Comercial: Modelo por Competencias y Factores de Influencia. *Formacion Universitaria*, 9(3), 03-10.
- Alonso-Dos-Santos, M., Pérez-Campos, C. (2015). ¿Influyen las emociones en la intención de asistir a un evento deportivo? Diferencias de género. *Journal of Sports Economics & Management*, 5(1), 2-16.
- Pastor-Barceló, A., Alguacil, M. & Alonso-Dos-Santos, M. A (2016). Influencia de la calidad, satisfacción, valor percibido e imagen coporativa en la confianza en la marca en el servicio fitness. *Revista de Psicología del Deporte*, 25(3), 77-80.
- Alguacil, M., Alonso Dos Santos, M., Pastor-Barceló, A. & Colino Martinez. (2016). Análisis cualitativo comparado de la lealtad en servicios públicos deportivos. *Revista de Psicología del Deporte*, 25(3), 69-72.
- Alonso Dos Santos, M., Calabuig Moreno, F., Crespo, J. & Núñez-Pomar, J. (2016). Influencia de la Website sobre el Patrocinio: Segmentación PLS-POS. *Revista de Psicología del Deporte*, 25(3), 55-58.
- Alonso Dos Santos, M., Calabuig Moreno, F., Rejon Guardia, F. & Perez Campos, C. (2016). Influence of the virtual brand community in sports sponsorship. *Psychology & Marketing*, 27(1), 78-89.
- Alonso Dos Santos, M., Jelves Jara, M. J. & Mardones Valdebenito, P. J. (2017). Posicionamiento de la carrera Ingeniería Comercial en la región del Biobío. *Revista Iberoamericana de Educación Superior (RIES)*, 8(21), 138-153.
- Alonso-Dos-Santos, M., Calabuig Moreno, F., Montoro Ríos, F. & Valantine, I. (2017). Influencia de la RSC en la transmisión de imagen en el patrocinio turístico deportivo. *Revista Iberoamericana de Psicología del Ejercicio y del Deporte* 12(1), 23-31.
- Alonso Dos Santos, M. (2016). Calidad y satisfacción hacia la universidad: El caso de la Universidad de Jaén. *Revista de la Educación Superior (RESU)*, 45(178), 79-95
- Hebles, M., Alonso Dos Santos, M., Yáñez, C. (2017). Diseño y validación de la escala evaluación de los aprendizajes (EEA). *Profesorado. Revista de Currículum y Formación del Profesorado*, 21(2), 107-126
- Liébana Cabanillas, F., Alonso Dos Santos, M., Soto Fuentes, Y. & Valderrama Palma, V. (2016). Unobserved heterogeneity and the importance of customer loyalty in mobile banking. *Technology Analysis & Strategic Management*, 29(9), 1015-1032
- Alonso Dos Santos, M., Calabuig Moreno, F. & Montoro Ríos F. (2016). Effectiveness of the Sponsors and Sporting Events Website. *International Journal of Sport Management, Recreation and Tourism*, 25(c), 22-44

- Alonso Dos Santos, M., Calabuig Moreno, F., Montoro Ríos, F. & Alguacil Jiménez, M. (2017). Online sport event consumers: Attitude, e-quality and e-satisfaction. *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)*, 12(2), 54-70.
- Liébana Cabanillas, F., Alonso Dos Santos, M. (2017). Factors that determine the adoption of Facebook commerce: The moderating effect of age. *Journal of Engineering and Technology Management*, 44, 1-18.
- Alonso Dos Santos, M., Lobos, C., Muñoz, N., Romero, D., & Sanhueza, R. (2017). The influence of image valence on the attention paid to charity advertising. *Journal of Nonprofit and Public Sector Marketing*, 29(3), 346-363.
- Alonso Dos Santos, M., Calabuig Moreno, F. (2018). Assessing the effectiveness of sponsorship messaging: Measuring the impact of congruence through electroencephalogram. *International Journal of Sports Marketing & Sponsorship*, 19(1), 25-40
- Llanos Contreras, O., Cuevas Lizama, J. A., & Alonso Dos Santos, M. (2018). Mall connection: entrepreneurship, consolidation and challenges of a regional family business. *Journal of Entrepreneurship in Emerging Economies*, 1(10), 134-153. <https://doi.org/10.1108/JEEE-07-2017-0052>
- Salcedo, E. Bordagaray, G. & Alonso Dos Santos, M. & Hebles, M. (2018). Posicionamiento de los Ingenieros Civiles Industriales en el Mercado Laboral: Aplicación Empírica en Concepción, Chile. *Revista de la Facultad de Ingeniería UCV*.
- Llanos Contreras, O. & Alonso Dos Santos, M. (2018). Exploring the asymmetric influence of socioemotional wealth priorities on entrepreneurial behaviour in family businesses. *European Journal of International Management*. In press
- Alonso Dos Santos, M., Rejón Guardia, F., Pérez Campos, C., Calabuig Moreno, F. & Ko, Y.k. (2018). Engagement in sports virtual brand communities. *Journal of Business Research*, 89, 273-279. <https://doi.org/10.1016/j.jbusres.2017.12.053>
- Alonso Dos Santos, M., Calabuig, F. & Sánchez-Franco, M. (2018). Blindness to sponsor: Application to sports event posters. *RAE Revista de Administracion de Empresas* 58(6), 451-462. doi.org/10.1590/S0034-759020180602
- Alonso Dos Santos, M., Rejón Guardia, F., & Calabuig, F. (2018). Sponsorship image transfer theory in virtual brand communities. *Industrial Management & Data Systems*, 118(6), 1287–1302. <https://doi.org/10.1108/IMDS-08-2017-0349>
- Alonso Dos Santos, M., Calabuig, F., & Sánchez Franco, M. (2019). Congruence and placement in sponsorship: An eye-tracking application. *Physiology & Behavior*, 200(1), 159-165. <https://doi.org/10.1016/j.physbeh.2018.05.032>
- Parra Camacho, D., Alonso-Dos-Santos, M., & Duclos Bastías, D. (2018). Residents' perception of the negative impacts of a sporting event: Scale validation. *Journal of Physical Education and Sport*, 18(3), 1298–1305. <https://doi.org/10.7752/jpes.2018.s3193>
- Parra Camacho, D., Alonso Dos Santos, M., & Duclos Bastías, D. (2018). Residents' perceptions of the negative impacts of the Copa América de Fútbol in Chile: pre- and post-event comparison. *Journal of Physical Education and Sport*, 18(3), 1290–1297. <https://doi.org/10.7752/jpes.2018.s3192>
- Alonso Dos Santos, M. (2018). Sports management and sponsorship; Towards a new paradigm. *Journal of Sports Economics & Management* 8(3), 2-3.
- Garrido Salas P. V., Vargas Ayala, J. J. & Alonso Dos Santos, M. (2018). Positioning of the Chilean wines bottled in Porto Alegre. *Multidisciplinary Business Review*, 11(1), 72-83.
- Alonso Dos Santos, M., Quilodrán Ulloa, R., Salgado Quintana, A. & Farias Nazel, P. (2019). Nutrition labeling schemes and the time and effort of consumer processing. *Sustainability* 11(4), 1079. [10.3390/su11041079](https://doi.org/10.3390/su11041079)
- Alonso Dos Santos, M., Calabuig, F. & Alguacil, M. (2019). Brand image transfer from team to sponsor: How effective is it to sponsor a football team with little success? *International Journal of Sport Management and Marketing*. Accepted.

Alonso Dos Santos, M. & Llanos Contreras, O. (2019). Family business performance in a post-disaster scenario: The influence of socioemotional wealth importance and entrepreneurial orientation. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.12.057>. Published online

Córdova Paredes, M. J., Calabuig Moreno, F. & Alonso Dos Santos, M. (2019). Key determinants on non-governmental organization's financial sustainability: A case study that examines 2018 FIFA Foundation Social Festival selected participants. *Sustainability* 11(5), 1411-1431. 10.3390/su11051411

Alonso Dos Santos, M., Llanos-Contreras, O. & Farias Nazel, P. (2019). Family firms' identity communication and consumers' product involvement impact on consumer response. *Psychology & Marketing*. Accepted

BOOKS AND CHAPTERS

Alonso Dos Santos, M. (Ed.). (2014). **Strategies in Sports Marketing: Technologies and Emerging Trends**. Hershey, PA: IGI Global.

Alonso Dos Santos, M. (Ed.). (2016). **Applying Neuroscience to Business Practice**. Hershey, PA: IGI Global

Alonso Dos Santos, M. (2019). **Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations**. Hershey, PA: IGI Global.

Cyber marketing strategies in sports clubs and sports events (2013), in *Marketing in the Cyber Era: Strategies and Emerging Trends*. IGI Global. Hershey, Pennsylvania, United States.

The mediator of disconfirmation on satisfaction and consumer intentions, practical application effect in a sporting event, (2014), in *Strategies in Sports Marketing: Technologies and Emerging Trends*. IGI Global. Hershey, Pennsylvania, United States.

Alonso Dos Santos, M. (2017). **University book: Marketing Research**. Ed. Díaz de Santos (spanish version), Madrid.

Alonso Dos Santos, M., Calabuig Moreno, F., Crespo J., & Núñez Pomar, J. M. (2016). Segmentación no observada en el proceso de transmisión de imagen: Influencia de la página web. In *Economía, Gestión y Deporte* (pp. 97-101). **Editorial Aranzadi - Thomson Reuters**: Navarra, Spain

Pastor Barceló, A., Alguacil, M., & Alonso Dos Santos, M. (2016). Antecedentes de la confianza en la marca en un servicio fitness premium. *Economía, Gestión y Deporte* (pp.423-427). **Editorial Aranzadi - Thomson Reuters**: Navarra, Spain

Alguacil, M., Colino, O., Pastor Barceló, A. & Alonso Dos Santos, M. (2016). Lealtad en servicios deportivos públicos: Un contraste asimétrico. In *Economía, Gestión y Deporte* (pp. 363-366). **Editorial Aranzadi - Thomson Reuters**: Navarra, Spain

TRAINING FOR TEACHING

Course	University	Hours
Virtual teacher program	University of California	100
Application of social networks to education	Universidad Politécnica de Madrid	20
Course design based on learning outcomes and competences	Teaching Innovation Center UCSC	40
Assessment of learning outcomes	Teaching Innovation Center UCSC	40
Evaluating without exams	Teaching Innovation Center UCSC	5
Activate prior knowledge strategies	Teaching Innovation Center UCSC	3
Educational innovation through learning team bases	Teaching Innovation Center UCSC	3
Instruments co-evaluation	Teaching Innovation Center UCSC	3
Computer graphics, a new digital competence in education	Teaching Innovation Center UCSC	3
Case method	Teaching Innovation Center UCSC	3
Methodological strategies for teachers E-learning	UNED	24
Video modular teachers: Critical element of a MOOC	UNED	24
Building a virtual course on Moodle platform	Universidad San Martin de Porres	12
Designing innovative educational projects with ICT	Universidad Tecnológica Nacional	50
Educational innovation applied	Universidad de Salamanca	40
E-Learning: Virtual classrooms in Moodle for teaching purposes	Universidad de La Laguna	24
Teacher advanced english program	University of Kean	69

Monitoring of undergraduate research (students)**Published - Award**

Introduction of innovative agri-food products to the European market	<i>Award thesis -Innova Bio</i>
Determinants of loyalty of users of mobile banking	Accepted in JCR
Positioning of Chilean premium wine in Brazil	In review, Scielo
Neuromarketing applied to study advertising effectiveness	In review, WoS
Application of EEG and GSR in health warnings on cigarette packs with active smokers	AEMARK conference
Effect of image transmission in sports sponsorship in Chile	Published JCR WoS
Consumer behavior: factors that determine the perception of coffee	ENEFA conference
Market perception of commercial engineering university career of UCSC in the Bio Bio region	In press, Scielo

Academic-Teaching Experience (names of courses translated from Spanish)

Course	University	Degree	ECTS	Year
Industrial and Services Mk.	U. of Granada	Bsc Market Research and Techniques	6	2010/11
Market Research II	U. of Jaén	Bsc Business Administration	6	2011/12
Sectorial Marketing	U. of Jaén	Bsc Business Administration	3	2011/12
Marketing Management	U. of Jaén	Bsc Statistics and Business	6	2011/12
Marketing Management	U. of Jaén	Bsc Business Administration and Management	1,5	2011/12
Marketing Management	U. of Jaén	Bsc Finance and Accounting	4,5	2011/12
Tourism Marketing	U. of Jaén	Bsc English and Tourism	4,5	2011/12
Market Research I	U. of Jaén	Bsc Business Administration	6	2012/13
Marketing Management	B.A. Aarhus	Marketing Management	3	2012/13
Market Research II	U. of Jaén	Bsc Business Administration	6	2012/13
Sports Mk.: Sponsorship	U. of Valencia	Msc Physical Activity and Sport	1,5	2012/13
Marketing II	U. of Concepción	Commercial Engineering	6	2012/13
Mk. Management Operations	UCSC	Commercial Engineering	6	2012/13
Research seminar	UCSC	Commercial Engineering	3	2012/13
Marketing II	UCSC	Commercial Engineering	6	2014/2 ^o s
Marketing II	UCSC	Commercial Engineering	6	2014/1 ^{er} s
Market Research	UCSC	Commercial Engineering	6	2014/1 ^{er} s
Market Research	UCSC	Commercial Engineering	6	2014/2 ^o s
Market Research	UCSC	MBA	24	2014
Service Marketing	UCSC	Postgraduate in Management of Innovation in Services	3	2014
Marketing II	UCSC	Commercial Engineering	6	2015/2
Market Research	UCSC	Commercial Engineering	6	2015/2
Research seminar	UCSC	Commercial Engineering	6	2015/2
Market Research	UCSC	MBA	24	2015/2
Seminar Title	UCSC	Commercial Engineering	6	2016/2
Digital Marketing	UCSC	MBA	24	2016/2
Marketing II	UCSC	Commercial Engineering	6	2016/2
Market Research	UCSC	Commercial Engineering	6	2016/2
Marketing II	UCSC	Commercial Engineering	6	2017/2
Market Research	UCSC	Commercial Engineering	6	2017/2
Marketing I	UCSC	Commercial Engineering	6	2017/2
Research seminar	UCSC	Commercial Engineering	6	2018/2
Market Research	UCSC	Commercial Engineering	6	2018/2
Marketing I	UCSC	Commercial Engineering	6	2018/2