

### Activity summary of CIAS research fellow in Budapest

Grant category:  junior  senior

**Name:** MARCELO ROYO-VELA

**Home institute** (name, position, country): DEPARTMENT OF COMMERCIALIZATION AND MARKET RESEARCH, FACULTY OF ECONOMICS, UNIVERSITY OF VALENCIA, FULL PROFESSOR, SPAIN

**Academic Year / Semester:** 2021-2022, FIRST AND SECOND SEMESTERS

**Duration:** 5 MONTHS (NOVEMBER-JANUARY; FEBRUARY-MARCH)

**Project title:**

1. Measuring the perception of heritage in tourist destinations and its effects on the tourist's cognitive and affective response. Insights into the Tourist Destination Image (TDI) formation and model using subjective (surveys) and objective (virtual reality and neuromarketing techniques) measures (November-January)
2. B2B relationships and interactions in VR settings, coopetition, Market orientation, business intelligence and business performance in business networks and clusters; creating shared value in entrepreneurial ecosystems (February-March)

**Project description\*:**

Project 1

Tourism research consider necessary to establish conceptual frameworks and more adapted and specific methodologies when undertaking the task of measuring the image of a destination, given the diversity or heterogeneity that exists in the tourist product.

The affective response must be considered simultaneously with the cognitive stimulus in measuring both components of the image, avoiding components aggregate and independent measures. In this measurement the researcher has to take into account sufficiently numerous sets of affective responses to particular cognitions, also particulars. This approach involves, on the one hand understanding the destination image construct as unidimensional taken together cognitions and emotions in the latent variables that could be part of the structural relationship. On the other hand, to develop reliable and valid measurement scales adapted to this type of tourist destination.

This approach is even more evident when it comes to measuring the image of tourist destinations in which their surroundings, architectural harmony and/or HERITAGE have the capacity to generate a strong emotional response in visitors. Therefore, we could hypothesize that the aesthetic-HERITAGE stimulus can generate an emotional response in-situ in the visitor. That response would

affect both the previous cognitions about the destination as the affective component of the tourist destination image.

TDI research findings suggest that greater conceptual work is required and the same can be said regarding TDI measurement methodologies and scales which shows to the researcher, perhaps because of the destination diversity, a wide set of methods. Research on the TDI framework that use simultaneously virtual reality, multivariate analysis, and neuroscience to investigate urban or rural cultural destinations, in which heritage is present, is scarce. The main project objectives are the following: Development of reliable and valid scale for measuring the image of this type of cultural tourist destinations; Measuring cognitive and affective responses to HERITAGE in a more objective way; to contrast the hypothesis or model of emotional response in two stages or dual mediation of affection (attitude towards HERITAGE in-situ) in forming the image of a monumental destination.

The interaction between companies, their business cooperation or the exchange of information and knowledge are activities and decisions that companies can put into practice to create more value and compete more effectively in globalized environments. These options are more relevant, if possible, for SMEs and high-tech Startups when the object of interaction and value creation has to do with access and expansion in new global markets.

#### Project 2

Clusters and business ecosystems are made up of a variety of actors (people, institutions, companies), resources (capital, work) and activities (production processes, management processes, interactions) that make up a network of both formal and informal relationships that connect these actors, its resources, and other activities. The interactions in these clusters can be temporary, formal or collaborative and adopt different modalities such as joint-ventures, franchises, joint marketing activities such as market research or co-branding and can lead to a higher level of cooperation. Creation of company-client value or at a higher level of shared value among stakeholders.

The study of the effects or influence of marketing, especially, market orientation, business intelligence, relational marketing, and business networks, in the business network and its performance is quite heterogeneous and scarce. This research is intended in part to overcome this deficiency and improve knowledge of the effects of marketing and actors' interaction in B2B settings and business networks, and corresponding performance in its ability to produce and create value, to create shared value, and improve relationship performance, marketing performance and internationalization. Thus, the objective of this research is, taking the ARA model (actors-Resources-Activities) and business networks as a conceptual reference, to analyse how coopetition, and other rules of action in the cluster as cooperation or the exchange of information allow the co-production and co-creation of value and a greater capacity or competitive advantage in the markets.

#### **Achieved result(s)\*:**

The achieved results can be better understood looking at the publications generated by the projects as well as other activities carried out.

**Connected publications\***

1.

**Title:** Firms' internationalization through clusters: A keywords bibliometric analysis of 152 top publications in the period 2009-2018

**Date of submission/acceptance/publication:** Received 28 April 2021,; Accepted 17 November 2021; Available online 10 February 2022; DOI: 10.5295/cdg.211483mr

**Journal:** Cuadernos de Gestión (Marketing Letters)

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

2.

**Title:** Unveiling Neuromarketing and Its Research Methodology

**Date of submission/acceptance/publication:** Received: 21 February 2022; Accepted: 6 April 2022;

Published: 13 April 2022; <https://doi.org/10.3390/encyclopedia2020051>

**Journal:** Encyclopedia, **2022**, 2, 729–751

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

3.

**Title:** Downward price-based luxury brand line extension: Effects on premium luxury buyer's perception and consequences on buying intention and brand loyalty

**Date of submission/acceptance/publication:** Received 23 July 2020; Revised 11 February 2022  
Accepted 22 February 2022; Available online 15 April 2022

**Journal:** European Research on Management and Business Economics

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

4.

**Title:** The emotional and cognitive response to cultural heritage: a neuromarketing experiment using virtual reality in the tourist destination image model context.

**Date of submission/acceptance/publication:** 12/13/2021

**Journal:** Journal of Hospitality and Tourism Technology

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

5.

**Title:** The emotional response in-situ to heritage and its effects on the tourist destination image: a multi-method research based on an appraisal approach to emotions

**Date of submission/acceptance/publication:** 15 February 2022

**Journal:** Journal of Heritage Tourism

**Journal category** (if applicable):  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

6.

**Title:** Sustainable Value Co-Production and Co-Creation in Virtual Reality: An Exploratory Research on Business-to-Business Interactions

**Date of submission/acceptance/publication:** Received: 12 May 2022; Accepted: 20 June 2022;  
Published: 25 June 2022; Sustainability **2022**, 14, 7754. <https://doi.org/10.3390/su14137754>

**Journal:** Sustainability

**Journal category (if applicable):**  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

7.

**Title:** Creating Shared Value: Exploration in an Entrepreneurial Ecosystem

**Date of submission/acceptance/publication:** Received: 3 June 2022 Accepted: 8 July 2022

Published: 11 July 2022; *Sustainability* **2022**, *14*(14), 8505; <https://doi.org/10.3390/su14148505>

**Journal:** Sustainability

**Journal category (if applicable):**  Q1  Q2  Q3

**Status:**  accepted/published  in progress  planned

8.

**Title:** Examining the Interrelationship Between Non-Specific Dimensions of Proximity in Local Clusters: A Quantitative Study of 99 European Clusters

**Date of submission/acceptance/publication:** Received: 13 June 2022

**Journal:** Sustainability

**Journal category (if applicable):**  Q1  Q2  Q3

**Status:** accepted/published  in progress  planned

#### **Professional collaborations, partnerships\***

1.

**Name:** Akos Varga

**Institution:** Institute of Marketing

**Field of research:** Neuromarketing

**Future plans for joined research:** Sustainability Special Issue and potential projects

2.

**Name:** Balazs Lengyel

**Institution:** NETI Lab, CIAS

**Field of research:** Collaborative networks

**Future plans for joined research:** Sustainability Special Issue and potential projects

3.

**Name:** Grzegorz Leszczyński

**Institution:** Department of Marketing Strategies, Poznań University of Business and Economics, Poland, CIAS

**Field of research:** B2B marketing and business networks

**Future plans for joined research:** Sustainability Special Issue; Value co-production and co-creation in VR settings; Coopetition, Market Orientation and Business intelligence and their effects on relational performance, marketing performance and internationalization in business networks settings

4.

**Name:** Moreno Frau

**Institution:** Marketing Institute

**Field of research:** B2B; Value Co-Creation

Future plans for joined research: Value co-production and co-creation in VR settings; On-line Banking and the Co-Creation of Value

5.

Name: Gáti Mirkó György

Institution: Marketing Institute

Field of research: B2B marketing and Business networks

Future plans for joined research: Value co-production and co-creation in VR settings; Coopetition, Market Orientation and Business intelligence and their effects on relational performance, marketing performance and internationalization in business networks settings

**Additional activities\*** (public lectures, presentations, professional meetings, media connections etc.):

1. Attendance to the 4<sup>th</sup> CIAS International Workshop, 24<sup>th</sup> November 2021
2. Meeting with Prof. Krisztina Kolos, Marketing Institute, to share ideas, experiences, and advice on the content, focus, approach, student profile and target audience of the master that is designing now and will begin in the 23-24 course. November 2021.
3. Attendance of the research seminars given by prof. Ágnes Neulinger on "Participatory action research", Prof. Zombor Berezhvai on "Panel data analysis" and Prof. Irma Agardi on "Moderation and mediation effects in structural equations". November 2021.
4. Attendance to the online Research Seminar on Consumer Neuroscience in Marketing "Measuring Customer Journey in Augmented and Virtual Reality" by Aline Simonetti, Marie Curie researcher at UV, together with Akos Varga (co-author of a book chapter on Neuromarketing, see Publications section). November 2021.
5. Assessment, as a reviewer, of the doctoral thesis by Mr. Jhanghiz Syahrivar titled "**Compensatory Mechanism in Religious Context**", supervised by Tamas Gyulavári, issuing the corresponding report. Likewise, I was invited to participate as a member of the assessment committee in the thesis defence last December 15th, 2021.
6. Attendance to the Corvinus workshop on network and data science (12<sup>th</sup> of January 2022). Előadók: Vásárhelyi Orsolya, Ilyés Virág, Lengyel Balázs, Juhász Sándor, (BCE NETI), Kisfalusi Dorottya, Kmetty Zoltán, Koltai Júlia (TK), Johannes Wachs (Complexity Hub)
7. Participation as CIAS fellow in a round table about the CIAS experience. The round table was part of the Mission, vision, and impact of CIAS presentation given by Zoltán Oszkár Szántó, the Dean of CIAS during the RESEARCH WEEK, 10<sup>th</sup> January 2022
8. Teaching a Research Seminar during the RESEARCH WEEK. Title of the presentation: Insights into the tourist destination image model and its emotional dimension: the captivating effect of heritage and the in-situ visitor's emotional response. 1h 30', 13<sup>th</sup> of January.
9. (Invited) Guest editor in a special issue of Sustainability journal: Business and Collaborative Networks: Production, Creation and Shared Value. Balazs Lengyel (NETI.Lab, CIAS) and Akos Varga (MI) were invited to participate as assistant guest editors in the special issue together with Prof. Marcelo Royo Vela. February-March 2022.
10. Start of collaboration with professors Balazs Lengyel and Laslo Lorincz from NETI.lab, Prof. G. Leszczynski (CIAS Fellow), Moreno Frau (MI) and Gati Mirko György (MI) to develop research on business networks, clusters, value creation and effects on business performance. November 2021-June 2022

11. Participation in the AACSB Pre-visit at Corvinus University and CIAS. 28<sup>th</sup> of March.
12. Teacher in the course Contemporary Issues Related to Business and Management, INTENSIVE WEEK. Qualitative Research Workshop, 7<sup>th</sup> of April 2022.
13. Participation in the 5th CIAS International Workshop. Communication entitled Emotional response to heritage and effects on the cultural tourism destination image: 2D to a 3D construct. 11th of May 2022.
14. Invitation to Professors Irma Agardi and Ildico Kemeny to give a seminar on moderation and mediation effects in structural equations. It will be taught in the marketing doctorate program, marketing department of the University of Valencia 3<sup>rd</sup> of June 2022.
15. - Invitation to Professor Agnes Neulinger to give a seminar on the qualitative research technique called Participatory Action Research. It will be taught in the marketing doctorate program, marketing department of the University of Valencia 16<sup>th</sup> of May 2022.
16. - Collaboration with prof. Tamas Gyulavari, director of the Marketing Institute, who was invited to be a member of the scientific committee in the International Marketing conference to be hold in Valencia, Spain, September 2022. November 2021 and May 2022.
17. Participation in the CIAS research fellows' open doors from March. March-April 2022.
18. Collaboration with doctoral students Anna Török and Claudia Gómez in the research topic The influence of feminist self-identification and human rights self-identification on attitudes towards femvertising: The case of Mexico and Spain. May-June 2022.

**Future plans, planned return (if any):**

- I plan to return to Hungary later
- I plan to maintain my professional contacts via e-mail
- Any other comment:

\*Please give us a properly detailed summary.

Date: 07/12/2022

Signature:



Signed: Prof. Dr. D. Marcelo Royo-Vela