

Research Seminar

The Search Value Model: Identifying Patterns of Online Search Behavior



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He has published more than 120 papers in leading journals such as Strategic Management Journal, Omega: The International Journal of Management Science, Journal of Business Research, Economics Letters, Marketing Letters, Journal of Travel Research, Annals of Tourism Research, Tourism Management, International Journal of Hospitality Management, or European Journal of Marketing

Addressed to: Ph.D. students, Master in Tourism students, and marketing scholars

Date: May 20th.

Room: Facultat d'Economia. Sala Sánchez Ayuso. The guest speaker will be connected online

Schedule: 16-17 hours

Seats: Limited seats

Enrollment: Registration is required. Click on [here](#)

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