

PERSONAL INFORMATION	
Name and Surname(s)	SANTOS, Luna
Category	Tenured Associate Professor
Degree(s)	Business Administration and Management
Department	Department of Statistics, Econometrics, Operations Research, Business Management, and Applied Economics
Area of Expertise	Business Management
Phone	957218837
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Webpage	https://www.uco.es/organiza/departamentos/estadistica/index.php/personal/personal-docente-e-investigador/area-de-conocimiento-de-organizacion-de-empresas
Research Profile (ORCID Code; Researcher ID)	https://scholar.google.es/citations?hl=es&user=8zNFcR4AAAAJ&view_op=list_works&sortby=pubdate
TEACHING EXPERIENCE IN UNDERGRADUATE AND POSTGRADUATE PROGRAMMES	
Courses Taught (maximum of 10)	- Marketing
RESEARCH EXPERIENCE	
Research Lines (maximum of 3)	<ul style="list-style-type: none"> - Consumer behaviour - Tourism - Business Internationalisation - Entrepreneurship

	<ul style="list-style-type: none"> - Corporate Social Responsibility
Publications (maximum of 3)	<ul style="list-style-type: none"> - Cabeza-Ramírez, L.J. / Sánchez-Cañizares, S.M. / Santos-Roldán, L.M. / Fuentes-García, F.J., “Exploring the effectiveness of fashion recommendations made by social media influencers in the centennial generation”, in: <i>Textile Research Journal</i> 93/13-14 (2023), pp. 3240-3261 https://doi.org/10.1177/00405175231155860 - Cabeza-Ramírez, L.J. / Sánchez-Cañizares, S.M. / Santos-Roldán, L.M. / Fuentes-García, F.J., “Impact of the perceived risk in influencers’ product recommendations on their followers’ purchase attitudes and intention”, in: <i>Technological Forecasting and Social Change</i> 184 (2022), 121997 https://doi.org/10.1016/j.techfore.2022.121997 - Cabeza-Ramírez, L.J. / Sánchez-Cañizares, S.M. / Santos-Roldán, L.M. / Fuentes-García, F.J., “Exploring the connection between playing video games and watching video game streaming: Relationships with potential problematic uses”, in: <i>Computers in Human Behavior</i> 128 (2022), 107130 https://doi.org/10.1016/j.chb.2021.107130
Research Projects (last 5 years, maximum of 3)	<ul style="list-style-type: none"> - “Towards more resilient enterprises in the new digital economy. The impact of Active Labour Market Policies on the survival and employability of Andalusian entrepreneurs: analysis and improvement proposals” (EMPRENVIVE). R&D&i Project. ERDF (European Regional Development Fund) Operational Program Andalusia 2014-2020





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		- Various educational innovation projects related to the subjects specific to the department
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