

Pedro Jesús Cuestas Díaz

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General indicators of quality of scientific production (only for the last 10 years):

Publications with JCR: 5 (5 in Q1)

H-index in Web of Science: 7

Total citations in Web of Science: 544

Total citations in Google Scholar: 1,637 (747 last 5 years)

Total citations in Scopus: 6638 (368 last 5 years)

Google Scholar H-index: 13 (9 last 5 years)

Sexennials: 1 (last granted 2009)

SUMMARY

Degree in Economics and Business Studies from the University of Murcia.

PhD from the University of Murcia, Master's Degree in Foreign Trade Management (University of Murcia and ENAE Business School, Murcia).

Associate Professor of the Department of Marketing and Market Research (University of Murcia) since 2009.

Vice-Dean of Communication and Institutional Relations of the Faculty of Economics and Business of the UMU since 2017.

Member of the University Senate of the University of Murcia (elected by group A) since 2018 and since 2022 is a representative of the Senate in the Governing Council of the University of Murcia.

Since 2012 he has been the director of the Master's Degree in Corporate Social Responsibility of the UMU, which is currently in its 12th edition.

Head of Training of the Chair of CSR of the UMU since 2012 and since 2022 he has been its deputy director.

Reviewer of the Journal of Business Ethics (JCR 2022 Q1 Ethics - 2nd position out of 57 journals and JCR 2022 Q2 Business).

COMPLETED CV

He has published more than twenty articles on marketing, social responsibility and educational psychology in prestigious national and international journals such as Journal of Interactive Marketing, Tourism Management Perspectives, Journal of Business Ethics, International Journal of Environmental Research and Public Health, British Journal of Educational Psychology, Studies in Higher Education, Revista Española de Investigación y Marketing, Cuadernos de Economía y Dirección de Empresas, Revista Europea de Dirección y Administración de Empresas, and Información Comercial Española. He is a reviewer of articles for international journals such as Journal of Business Ethics, Studies in Higher Education, Spanish Journal of Psychology, Spanish Journal of Marketing - ESIC and Journal of Theoretical and Applied Electronic Commerce Research. He has participated in several research projects for both public and private entities: Commission of the European Communities, Instituto de Fomento de la Región de Murcia, Consejería de Ciencia, Tecnología, Industria y Comercio, Región de Murcia, Universidad de Murcia and Balneario de Archena.

He was awarded the prize for the best paper in the Education section of the American Marketing Association (AMA) congress held in Chicago in 2006.

He was co-director of the Master in International Trade Management (University of Murcia and ENAE), and Secretary of the Department of Marketing in the period 1999-2001; Secretary of the Doctoral Committee of the Faculty of Economics and Business (2006-2008); Doctoral Coordinator of the Department of Marketing and Market Research (2006-2008); Member of the Academic Committee of the Official Postgraduate Degree in Business Sciences (doctorate with Mention of Quality) of the University of Murcia (2007-2010), of the Official Master's Degree in Marketing (2007-2010) and of the University Master's Degree in Teacher Training for Compulsory Secondary Education and Baccalaureate, Vocational Training, Language Teaching and Artistic Education. He is Director of the Master's Degree in Corporate Social Responsibility at UMU (11 editions to date).

The most relevant articles he has published in the last 10 years are:

Marín, Longinos, Pedro J. Cuestas and Sergio Román (2016), "Determinants of Consumer Attributions of Corporate Social Responsibility", Journal of Business Ethics, 138, 247-260. <https://doi.org/10.1007/s10551-015-2578-4>

JCR Impact Index 2016= 2.354 (Q1 Ethics, Q2 Business)

Riquelme, Isabel, Sergio Román, Pedro J. Cuestas-Díaz and Dawn Iacobucci (2019), "The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation through Price Unfairness, *Journal of Interactive Marketing*", 47, 35-52.

JCR Impact Index 2019= 5.097 (Q1 Business)

Giménez Garcia-Conde, Miguel; Longinos Marin, Salvador Ruiz de Maya and Pedro J. Cuestas (2020), Parental Attitudes to Childhood Overweight: The Multiple Paths through Healthy Eating, Screen Use, and Sleeping Time, *International Journal of Environmental Research and Public Health*, 7(21), 7885.

JCR 2020 Impact Index= 3.390 (Q2 Environmental Sciences; Q1 Public, Environmental & Occupational Health)

Riquelme, Isabel P., Sergio Roman and Pedro J. Cuestas (2021), "Does it matter who gets a better price? Antecedents and consequences of online price unfairness for advantaged and disadvantaged consumers", *Tourism Management Perspectives*, 40, 100902.

JCR Impact Index 2021= 7.608 (Q1 Management; Q1 Hospitality, Leisure, Sport & Tourism).

Marín, L., López-López, I., & Cuestas, P. J. (2025). Understanding students' responses to university SDG-focused projects. *Journal of Marketing for Higher Education*, 1-19. <https://doi.org/10.1080/08841241.2025.2481369>

JCR Impact Index 2024= 2.1 (Q1 Education & Educational Research SSCI; Q3 Business).