

CURRICULUM VITAE**Fecha del CVA** 01/11/2024**Part A. PERSONAL INFORMATION**

Name	Francisco		
Surname	Liébana Cabanillas		
Gender	Man	Date of Birth	
email	franlieb@ugr.es	URL Web	
Open Researcher and Contributor ID (ORCID) (*)	0000-0002-3255-0651		

A.1. Current professional status

Job Title	Full Professor		
Start Date	06/07/2021		
Organization/Institution	University of Granada		
Departament	Marketing and Market Research		
Country	Spain	Teléfono	958242380
Keywords	Consumer behavior, Internet marketing, environment, payment methods, mobile commerce, neuromarketing, green marketing		

A.2. Previous professional status (including interruptions in research career, as indicated in the call for proposals, indicating total months)

Year	University
2000-2010	Associate Professor. University of Granada. Spain.
2010-2018	Assistant Professor Doctor. University of Granada. Spain.
2018-2021	Full Professor. University of Granada. Spain.

A.3. Academic Education

Degree/Master's/Thesis	University	Year
Bachelor in Business Administration and Management	University of Granada	1998
Ph.D.	University of Granada	2012

Part B. CV SUMMARY:

Professor Liébana Cabanillas has been teaching and conducting research at the University of Granada for over 25 years. In parallel, during the early years of his academic career, he worked in the financial sector, holding various managerial roles. In 2012, he left his position as Director of the Department of Channels and Virtual Banking at Caja Rural de Granada to focus exclusively on teaching and research in this same area.

He served as the Director of the Department of Marketing and Market Research for eight years until January 2024. Currently, he holds the position of Deputy Director of the Department.

Research Achievements

Professor Liébana Cabanillas has contributed to over 250 research outputs:

- Recognized as one of the world's most influential researchers in the "Ranking of the World Scientists: World's Top 2% Scientists" for the years 2021, 2022, 2023, and 2024, published by Stanford University.
- Featured in the **Best Scientists in Business and Management** ranking by research.com: 1st position at the University of Granada, 1st in Andalusia, and 9th in Spain.

- Recipient of the **Excellence in Research Award** by the University of Granada in 2022.
- Ranked 1st as a researcher in **Altmetrics (Influscience)** within the Economics & Business category at the University of Granada (Influratio = 93), 9th in Andalusia, and 97th in Spain.
- Authored over 150 articles in **JCR-indexed journals**, more than half of which are in the first quartile (Q1). In 40% of these articles, at least one co-author is affiliated with a foreign university. Notable international collaborators include Professor Dimitrios Buhalis (with over 80,000 citations on Google Scholar) and Professor Yogesh Dwivedi (also with over 80,000 citations on Google Scholar).
- Published 10 articles in **SJR-indexed journals**, most of them in Q1.
- Authored 21 articles in other academic journals not included in the above rankings.
- Published **4 books and 20 book chapters** with national and international publishers, such as Springer, Routledge, IGI GLOBAL, and Fundación Ramón Areces.
- Presented over 170 contributions at scientific conferences and received **11 research awards** at both national and international levels.
- Serves as a reviewer for over 40 indexed journals and as an associate editor for various journals, including JCR-listed journals (e.g., *Financial Innovation*, *Revista Brasileira de Gestão de Negócios*), LATINDEX-listed journals (*Revista Iberoamericana de Contaduría, Economía y Administración – RICEA*), and open-access journals (*International Journal of Psychology & Behavior Analysis*, among others).

Research Metrics:

- **Google Scholar**: 13,516 citations, h-index of 55, and i10-index of 122.
- **Web of Science (WOS)**: 118 published articles, 5,004 citations, and an h-index of 38.

Recognitions:

- **Research periods certified by CNEAI**: 3 (2 for research and 1 for knowledge transfer).
- Supervised 8 doctoral theses in the last 12 years.
- Director of the research group **“MarkTech Solutions”** at the University of Granada.
- Member of the **Scientific Excellence Unit “Advanced Research in Economics and Business”**, Andalusian Institute for Research and Innovation in Tourism of the Universities of Granada, Málaga, and Sevilla.

Knowledge Transfer:

- Participated in **35 research projects and contracts** (10 as Principal Investigator), including 7 obtained through competitive calls (e.g., European Commission projects, National R&D&I Plan, Excellence Projects by the Andalusian Regional Government, and projects from the CEI Biotic International Excellence Campus).
- Generated approximately €250,000 in knowledge transfer to the productive sector.

Recent Publications

In recent years, he has published in high-impact journals (D1, Q1, and Q2) included in JCR, such as: *International Journal of Information Management*, *Information & Management*, *Journal of Interactive Marketing*, *Journal of Business Research*, *Tourism Management*, *Financial Innovation*, *Journal of Retailing and Consumer Services*, *Technological Forecasting and Social Change*, *International Journal of Hospitality Management*, *Psychology & Marketing*, *Telematics and Informatics*, *Current Issues in Tourism*, *Journal of Cleaner Production*, *International Journal of Human–Computer Interaction*, *Technology in Society*, *Computers in Human Behavior*, *Expert Systems with Applications*, *Journal of Research in Interactive Marketing*, *Journal of Enterprise Information Management*, *Journal of Services Marketing*, *European Journal of Management and Business Economics*, and *Spanish Journal of Marketing-ESIC*, among others.

Part C. LIST OF THE MOST RELEVANT CONTRIBUTIONS

C.1. Most important publications in peer-reviewed journals (only publications from the years 2023 and 2024 included)

1. Abbasi, G. A., Rodríguez-López, M. E., Higuera-Castillo, E., & **Liébana-Cabanillas, F.** (2024). Drones in food delivery: an analysis of consumer values and perspectives. *International Journal of Logistics Research and Applications*, 1-21.
2. Molinillo, S., Caballero-Galeote, L., **Liébana-Cabanillas, F.**, & Ruiz-Montañez, M. (2024). Understanding users' willingness to travel on autonomous buses: The moderating effect of experience. *Journal of Retailing and Consumer Services*, 81, 103931.
3. Ramos de Luna, I., Montoro-Ríos, F., Molinillo, S., & **Liébana-Cabanillas, F.** (2024). Consumer behaviour and mobile payments in the point of sale: Exploring the determinants of intention to adopt it. *International Journal of Human-Computer Interaction*, 40(18), 5350-5372.
4. Prados-Castillo, J. F., Solano-Sánchez, M. Á., Martín, J. M. M., & **Liébana-Cabanillas, F.** (2024). An analysis of the consumer profile and the willingness to pay in immersive virtual tourism. *Journal of Destination Marketing & Management*, 33, 100929.
5. Yasin, M., Porcu, L., Prados-Castillo, J. F., & **Liébana-Cabanillas, F.** (2024). The Role of Social Media in Building Islamic Banking Consumer Engagement: Analysing the Impact of Brand Personality Traits and Brand Love. *International Journal of Human-Computer Interaction*, 1-15.
6. Humbani, M., Higuera-Castillo, E., & **Liébana-Cabanillas, F.** (2024). Satisfaction with mobile food delivery app (MFDA) usage and the moderating role of perceived COVID 19 risk. *International Journal of Hospitality Management*, 121, 103807.
7. **Liébana-Cabanillas, F.**, Alcántara-Pilar, J. M., Singh, N., & Pavluković, V. (2024). Overview of the adoption of online food ordering services in Spain and India. An analytical approach based on the stimulus-organism-response model. *International Journal of Human-Computer Interaction*, 40(14), 3748-3762.
8. Abbasi, G. A., Goh, Y. N., Iranmanesh, M., & **Liébana-Cabanillas, F.** (2024). Determinants of continuous intention to use retail apps: A hybrid PLS-ANN approach. *Journal of Marketing Theory and Practice*, 32(3), 413-434.
9. Zarco, C., Giraldez-Cru, J., Cordon, O., & **Liébana-Cabanillas, F.** (2024). A comprehensive view of biometric payment in retailing: A complete study from user to expert. *Journal of Retailing and Consumer Services*, 79, 103789.
10. García-Maroto, I., Higuera-Castillo, E., Muñoz-Leiva, F., & **Liébana-Cabanillas, F.** (2024). Determinants of the intention to recommend a socially responsible destination with smart tourism technologies. *Current Issues in Tourism*, 1-17.
11. Alcántara-Pilar, J. M., Rodríguez-López, M. E., Kalinić, Z., & **Liébana-Cabanillas, F.** (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Journal of Retailing and Consumer Services*, 78, 103709.
12. Singh, A. K., & **Liébana-Cabanillas, F.** (2024). An SEM-neural network approach for predicting antecedents of online grocery shopping acceptance. *International Journal of Human-Computer Interaction*, 40(7), 1723-1745.
13. Shaikh, A. A., **Liébana-Cabanillas, F.**, Alharthi, M., Alamoudi, H., & Karjaluo, H. (2024). Analysing user well-being in ridehailing services. *Spanish Journal of Marketing-ESIC*, 28(2), 207-227.
14. Blanco Oliver, A. J., Lara Rubio, J., Irimia Diéguez, A. I., & **Liébana-Cabanillas, F.** (2024). Examining user behavior with machine learning for effective mobile peer-to-peer payment adoption. *Financial Innovation*, 10(1), 94.
15. **Liébana-Cabanillas, F.**, Kalinic, Z., Muñoz-Leiva, F., & Higuera-Castillo, E. (2024). Biometric m-payment systems: A multi-analytical approach to determining use intention. *Information & Management*, 61(2), 103907.
16. **Liébana-Cabanillas, F.**, & Blanco-Encomienda, F. J. (2024). Impact of big data analytics on telecom companies' competitive advantage. *Technology in Society*, 76, 102459.
17. Higuera-Castillo, E., **Liébana-Cabanillas, F.**, Santos, M. A. D., Zulauf, K., & Wagner, R. (2024). Do you believe it? Green advertising skepticism and perceived value in buying electric vehicles. *Sustainable Development*.
18. Herzallah, D., **Liébana-Cabanillas, F.**, & Muñoz-Leiva, F. (2024). Fashioning consumer choices: recommendation, motivation, and purchase intention toward Instagram

- commerce. A mediation analysis. *International Journal of Fashion Design, Technology and Education*, 1-13.
19. Prados-Castillo, J. F., Torrecilla-Garcia, J. A., & **Liebana-Cabanillas**, F. (2024). Metaverse as a booster of tourism transformation towards virtual management strategies. *Tourism Review*.
 20. **Liébana-Cabanillas**, F., Higuera-Castillo, E., Coca-Stefaniak, J. A., & Molinillo, S. (2024). Smart or sustainable? Toward smart tourism cities that deliver at both levels. In *Handbook on Sustainable Urban Tourism* (pp. 159-177). Edward Elgar Publishing.
 21. Guillén Perales, A., **Liébana-Cabanillas**, F., Sánchez-Fernández, J., & Herrera, L. J. (2024). Assessing university students' perception of academic quality using machine learning. *Applied Computing and Informatics*, 20(1/2), 20-34.
 22. Japutra, A., Higuera-Castillo, E., & **Liebana-Cabanillas**, F. (2024). Building customer engagement in mobile commerce through need fulfillment: an approach of self-determination theory. *Journal of Strategic Marketing*, 32(1), 80-99.
 23. Rodríguez-López, M. E., **Liébana-Cabanillas**, F., Higuera-Castillo, E., & Doña-Toledo, L. (2024). Mobile food ordering apps adoption: an empirical study based on the transactional theory of stress and coping. *International Journal of Mobile Communications*, 24(2), 194-224.
 24. Molinillo, S., Caballero-Galeote, L., **Liébana-Cabanillas**, F., & Ruiz-Montañez, M. (2024). Understanding users' willingness to travel on autonomous buses: The moderating effect of experience. *Journal of Retailing and Consumer Services*, 81, 103931.
 25. Higuera-Castillo, E., Ramdhony, D., Kalinic, Z., & **Liébana-Cabanillas**, F. (2024). Examining the two-dimensional perceived marketplace influence and the role of financial incentives by SEM and ANN. *Expert Systems*, 41(1), e13480.
 26. Singh, N., Alcántara-Pilar, J. M., **Liébana-Cabanillas**, F. J., & Pavluković, V. (2024). Does the pandemic effect still exist? A comparative analysis of online food services in India and Spain. *International Journal of Consumer Studies*, 48(1), e12986.
 27. Higuera-Castillo, E., Alves, H., **Liébana-Cabanillas**, F., & Villarejo-Ramos, A. F. (2023). The consumer intention to use e-commerce applications in the post-pandemic era: a predictive approach study using a CHAID tree-based algorithm. *European Journal of Management and Business Economics*.
 28. Molinillo, S., Rejón-Guardia, F., Anaya-Sánchez, R., & **Liébana-Cabanillas**, F. (2023). Impact of perceived value on intention to use voice assistants: The moderating effects of personal innovativeness and experience. *Psychology & Marketing*, 40(11), 2272-2290.
 29. Higuera-Castillo, E., Singh, V., Singh, V., & **Liébana-Cabanillas**, F. (2023). Factors affecting adoption intention of electric vehicle: a cross-cultural study. *Environment, Development and Sustainability*, 1-37.
 30. Bhatia, S., Singh, N., & **Liébana-Cabanillas**, F. (2023). Intermittent continued adoption of digital payment services during the COVID-19 induced pandemic. *International Journal of Human-Computer Interaction*, 39(14), 2905-2919.
 31. Irimia-Diéguez, A., **Liébana-Cabanillas**, F., Blanco-Oliver, A., & Lara-Rubio, J. (2023). What drives consumers to use P2P payment systems? An analytical approach based on the stimulus-organism-response (SOR) model. *European Journal of Management and Business Economics*, (ahead-of-print).
 32. Ramdhony, D., **Liébana-Cabanillas**, F., Gunesh-Ramlugun, V. D., & Mowlabocus, F. (2023). Modelling the determinants of electronic tax filing services' continuance usage intention. *Australian Journal of Public Administration*, 82(2), 194-209.
 33. Higuera-Castillo, E., **Liébana-Cabanillas**, F. J., & Villarejo-Ramos, Á. F. (2023). Intention to use e-commerce vs physical shopping. Difference between consumers in the post-COVID era. *Journal of Business Research*, 157, 113622.
 34. Singh, V., Singh, T., Higuera-Castillo, E., & **Liebana-Cabanillas**, F. J. (2023). Sustainable road transportation adoption research: A meta and weight analysis, and moderation analysis. *Journal of Cleaner Production*, 392, 136276.
 35. **Liébana-Cabanillas**, F., Carvajal-Trujillo, E., & Higuera-Castillo, E. (2023). Análisis de los antecedentes de la intención de uso en las Aplicaciones móviles NFC en los destinos turísticos. *Tourism & Management Studies*, 19(4).
 36. Grau-Berlanga, L., Higuera-Castillo, E., Shaikh, A. A., & **Liébana-Cabanillas**, F. (2023). Drivers of sustainable consumption: gender moderating effect. *International Journal of Innovation and Sustainable Development*, 17(4), 385-409.

37. Shaikh, A. A., **Liébana-Cabanillas, F.**, & Glavee-Geo, R. (2022). Factors inhibiting the adoption intention of digital payment platforms. In Responsible Finance and Digitalization (pp. 140-154). Routledge.

C.2. Conferences

He has participated with more than 160 contributions to Scientific Conferences, of which more than 80% in international events such as: Global Marketing Conference, American Marketing Academy, European Marketing Academy Conference, Academy of Marketing Conference, AEMARK and AIRSI, among others.

C.3. Projects or lines of research in which he has participated.

1. Eco-innovación y sostenibilidad turística. UCE2018.02_2021-04. Entidad financiadora: Unidad de Excelencia "Investigaciones Avanzadas en Economía y Empresa". IP: **Francisco Liébana Cabanillas**. Cuantía total: 2.000 euros. Duración: 1-1-2022 al 31-12-2022- 24 meses.
2. Comprensión del impacto y adopción del comercio social mediante técnicas de Big Data bajo un enfoque cognitivo-atencional. BSEJ209UGR18. Entidad financiadora: Proyectos I+D+i del Programa Operativo FEDER 2018. IP: **Francisco Liébana Cabanillas**. Cuantía total: 13.050 euros. Duración: 01/01/2020- 31/12/2022- 24 meses.
3. Aplicación de la neurociencia para la comprensión de los mecanismos cognitivos y afectivos en el procesamiento de la comunicación turística. Un enfoque intercultural. ECO2017-88458-R. Entidad financiadora: [Plan Nacional I+D+i] Agencia Estatal de Investigación (Ministerio de Economía, Industria y Competitividad. IP: Salvador del Barrio García. Cuantía total: 37.510 euros. Duración: 01/01/2018- 31/12/2020- 36 meses
4. El neuromarketing como herramienta de comprensión de los mecanismos cognitivos y afectivos que rigen el procesamiento de la comunicación tendente a conseguir un comportamiento de consumo medioambientalmente responsable. P12-SEJ-1980. Entidad financiadora [Proyectos de Investigación de Excelencia de la Consejería de Economía, Innovación, Ciencia y Empleo]: Junta de Andalucía. IP: Juan Sánchez Fernández. Convocatoria 2012. Cuantía total: 64.745 euros. Duración: 01/01/2014 - 31/12/2016- 36 meses
5. Estudio del mensaje publicitario en los procesos cognitivos y emocionales que dirigen el comportamiento de consumo sostenible. SEJ-6768. Entidad financiadora [Proyectos de Excelencia]: Junta de Andalucía. IP: Francisco Montoro Ríos. Cuantía total: 45.000 euros. Duración: 15/03/2011-15/03/2014- 36 meses
6. Análisis de los mecanismos cognitivos y afectivos en el procesamiento de la comunicación medioambiental desde una perspectiva del neuromarketing. ECO2012-39576. Entidad financiadora: Plan Nacional de I+D+i. IP: Francisco Muñoz Leiva. Cuantía total: 29.250 euros. Duración: 01/02/2013 a 31/01/2016- 36 meses.