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Maria Elena Delgado Ballester is a Full Professor of Marketing at the University of Murcia, Spain. Her academic background includes a Ph.D. in Business Sciences, a Master's in Foreign Trade Management, and a Bachelor of Arts in Business in Europe from Manchester Metropolitan University. She specializes in branding, consumer behavior, and integrated marketing communications.

With over 50 scientific publications, including 30 in high-impact journals indexed in JCR-SSCI and Scopus, her work has received more than 9,400 citations according to Google Scholar (h-index: 31). Her research has been published in renowned journals such as *European Journal of Marketing*, *Journal of Product and Brand Management*, *International Journal of Market Research*, and *Journal of Consumer Behavior*. Her contributions have earned her recognition in Stanford University's global ranking of impactful researchers and several academic awards, including the *Highly Commended Reviewer Award* from *European Journal of Marketing*.

Professor Delgado-Ballester has supervised five Ph.D. dissertations and actively participates in research projects focused on consumer-brand relationships, online behavior, and branding. She has presented at numerous national and international conferences and continues to contribute to advancing the field of marketing through her teaching, research, and collaborations.



Publicaciones (2015-2025)

1. Daniel Espinosa Saez; **Elena Delgado-Ballester**; Jose Luis Munuera Alemán (2024). Exploring innovativeness, need for uniqueness and brand tiers in the sharing economy. Spanish Journal of Marketing-ESIC. 28 – 2.
2. **Elena Delgado-Ballester**; Estela Fernández Sabiote (2024). Brand stereotypes: on the relationships with gendered brand personality and agentic and communal values in fostering consumer-brand relationships. Journal of Business Research. 177.
3. Jose Luis Munuera Alemán; **Elena Delgado-Ballester**; Daniel Espinosa Saez (2023). Innovation in Business models as a response to the sharing economy. European Journal of Management and Business Economics. 32 - 5, pp. 602- 619.
4. **Elena Delgado-Ballester**; Inés López López; Alicia Bernal Palazón (2023). Online firestorms: an act of civic engagement or a narcissistic boost? The role of brand misconduct appraisals. Journal of Product and Brand Management. 32 - 2, pp. 257 - 272.
5. S.R. Nikhashemi; **Elena Delgado-Ballester** (2022). Branding antecedents of consumer need for uniqueness: a behavioural approach to globalness vs. localness. Journal of Marketing Communication. 28, pp. 392 - 427.
6. **Elena Delgado-Ballester** (2021). Effect of underdog (vs top dog) brand storytelling on brand identification: Exploring multiple mediation mechanisms. Journal of Product and Brand Management. 34 - 4, pp. 626 - 638.
7. **Elena Delgado-Ballester**; Inés López López; Alicia Bernal Palazón (2021). Why do people initiate an online firestorm? The role of sadness, anger, and dislike. International Journal of Electronic Commerce. 25, pp. 313 - 337.
8. **Elena Delgado-Ballester**; Maria Dolores Palazon Vidal; Jenny Pelaez Muñoz. (2020) Anthropomorphized vs objectified brands: which brand version is more loved?. European Journal of Management and Business Economics, 29, pp. 150 - 165.
9. **Elena Delgado Ballester**; Inés López López; Alicia Bernal Palazón (2020). How harmful are online firestorms for brands?. Spanish Journal of Marketing. 24, pp. 133 - 151.
10. Maria Dolores Palazón Vidal; **Elena Delgado-Ballester**; Maria Sicilia Piñero (2019). Fostering brand love in Facebook brand pages. Online Information Review. 43, pp. 710 - 727.
11. Cleopatra Veloutsou; **Elena Delgado-Ballester** (2018). New challenges in brand management. Spanish Journal of Marketing-ESIC. 22, pp. 254 - 271.

12. **Elena Delgado-Ballester**; Maria Dolores Palazón Vidal; Jenny Pelaez Muñoz (2017). This anthropomorphised brand is so loveable: The role of self-brand integration. Spanish Journal of Marketing-ESIC. 21, pp. 89 - 101.
13. **Elena Delgado-Ballester**; Estela Fernández Sabiote (2016). Once upon a brand: storytelling practices by Spanish brands. Spanish Journal of Marketing-ESIC. 20, pp. 115 - 131.
14. Maria Sicilia Piñero; **Elena Delgado-Ballester**; Maria Dolores Palazón Vidal (2016). The need to belong and self-disclosure in positive word-of-mouth behaviours: The moderating effect of self-brand connection. Journal of Consumer Behavior. 15, pp. 60 - 71.
15. **Elena Delgado-Ballester** (2015). Brand experiential value versus brand functional value: which matters more for the brand?. European Journal of Marketing, 42, pp. 954 – 976.

Proyectos de investigación (2015-2025)

1. **Comunicación online de la sostenibilidad: hacia decisiones sostenibles de consumidor y ciudadanos (2020-2024):**
 - Financiado por el Ministerio de Ciencia e Innovación.
 - Investigadores: 12 participantes.
2. **Los beneficios para la empresa de comunicar acciones de responsabilidad social en contextos de compra online (2018-2020):**
 - Financiado por el Ministerio de Economía.
3. **Efectos sobre la percepción de marca y la experiencia online (2013-2016):**
 - Investigadores: 14 participantes, financiado por el Ministerio de Economía y Competitividad.

Congresos nacionales e internacionales (2015-2025)

1. Daniel Espinosa Saez; Jose Luis Munuera Alemán; Elena **Delgado-Ballester** (2024), El compromiso con los ecosistemas de innovación, el desarrollo de nuevos productos, y la creación de valor colectivo; XXXV Congreso Internacional de Marketing AEMARK.
2. Daniel Espinosa Saez; Jose Luis Munuera Alemán; Elena **Delgado-Ballester** (2024), Effect of commitment to innovation ecosystem on new products; ISPIM, Osaka (Japón).
3. Daniel Espinosa Saez; Jose Luis Munuera Alemán; Elena **Delgado-Ballester** (2024), Quantifying innovation ecosystem orientation: impacts on firm innovation and collective benefits; IPDMC: Innovation and Product Development Management Conference, Irlanda.

4. Daniel Espinosa Saez; Jose Luis Munuera Alemán; Elena **Delgado-Ballester** (2024), The effect of innovation ecosystems on the creation of innovation, economic, social and environmental value; EMAC 53rd Annual Conference, European Marketing Academy, Rumanía.
5. **Elena Delgado-Ballester**; Jose Luis Munuera Alemán; Daniel Espinosa Saez (2023), El desarrollo de nuevos productos y el compromiso en los ecosistemas de innovación: Un estudio sobre la creación de valor empresarial y medioambiental, XXXIV Congreso Internacional de Marketing, AEMARK, Madrid.
6. Daniel Espinosa Saez; **Elena Delgado-Ballester**; Jose Luis Munuera Alemán (2023), Exploring the link between technological and nontechnological innovations and internalization: A comparative analysis in family and non-family firms; 30TH IPDMC: Innovation and product development management conference, Italia.
7. Daniel Saez Espinosa; **Elena Delgado-Ballester**; Jose Luis Munuera Alemán (2023), The impact of innovation ecosystems on business and societal outcomes; XXIV ISPIM Innovation Conference, Eslovenia.
8. **Elena Delgado-Ballester**; Estela Fernández Sabiote (2023). Brand stereotypes: the relevance of having a female vs male personality brand; 22nd International Marketing Trends Congress Trends; ESCP Business School, París, Francia.
9. Daniel Espinosa Sáez; **Elena Delgado-Ballester**; Jose Luis Munuera Alemán (2022), Personal and attitudinal drivers of both access-based and ownership consumption; AMA Summer Academic.
10. Daniel Espinosa Sáez; **Elena Delgado-Ballester**; Jose Luis Munuera Alemán (2021), Implicaciones empresariales en las decisiones de innovación y de marca ante un contexto de economía colaborativa; Nombre del congreso: III Congreso Interdisciplinar de Jóvenes investigadores, Asociación de Jóvenes Investigadores de la Universidad de Murcia Murcia, España.
11. Daniel Espinosa Sáez; Jose Luis Munuera Alemán; **Elena Delgado-Ballester** (2021), What types of brands benefit most from the use of collaborative platforms?; XXXII Congreso Internacional de Marketing, Asociación Española de Marketing Académico y Profesional.
12. Alicia Bernal Palazón; **Elena Delgado-Ballester**; Inés López López (2019), ¿Cómo son los usuarios que inician un online firestorm contra la marca?; XXXI Congreso Internacional de Marketing, Asociación Española de Marketing Académico y Profesional Cáceres, Extremadura.
13. Alicia Bernal Palazón; Inés López López; **Elena Delgado-Ballester** (2019), ¿Qué desata

un online firestorm?; XXXI Congreso Internacional de Marketing, Asociación Española de Marketing Académico y Profesional, Cáceres, Extremadura.

14. Alicia Bernal Palazón; **Elena Delgado-Ballester**; Inés López López (2018), Ataques colaborativos contra la marca (online firestorms): Una aproximación al fenómeno; XXX Congreso Internacional de Marketing, Asociación Española de Marketing Académico y Profesional Barcelona.

15. **Elena Delgado-Ballester**; Maria Dolores Palazón Vidal (2018), The effect of brand personification and brand roles on brand love; XXX Congreso Internacional de Marketing, Asociación Española de Marketing Académico y Profesional, Barcelona.

16. Jenifer Peláez Muñoz; **Elena Delgado-Ballester**; Maria Dolores Palazón Vidal (2015), Efectos del antropomorfismo en la creación de vínculos emocionales en la relación marca-consumidor: la generación de amor a la marca; XXVII Congreso Nacional de Marketing, Asociación Española de Marketing Académico y Profesional (AEMARK), Pamplona.