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Estela Fernández Sabiote graduated in Business Administration and Management in 2001. From 2001 to 2016 she was linked to the University of Murcia in the Department of Marketing. From 2016 to 2019 she moved to Anglia Ruskin University (Cambridge, United Kingdom) to join the Department of Marketing, Enterprise and Tourism. In 2020 she returned to the University of Murcia with a contract as a permanent contracted professor until today.

Regarding her academic training, Estela received her PhD in Business Sciences from the University of Murcia in 2006. In addition, she has the Learning and Teaching PG-Cert degree from Anglia Ruskin University (2018). Her areas of interest focus on services marketing and branding, although she has also worked in other areas such as distribution, teaching innovation, gender and sales. In research, the professor has more than 30 papers presented at national and international conferences. Regarding last published works, we highlight:

- Delgado-Ballester, E., & Fernandez-Sabiote, E. (2024). Brand Stereotypes: On the relationships with gendered brand personality and agentic and communal values in fostering Consumer–Brand identification. *Journal of Business Research*, 177, 114635.
- Sicilia, M., Caro-Jiménez, M. C., & Fernández-Sabiote, E. (2021). Influence of emotions displayed by employees during service recovery. *Spanish journal of marketing-ESIC*, 25(3), 392-408.



- Fernández-Sabiote, E., & López-López, I. (2020). Discovering call interaction fluency: A way to improve experiences with call centres. *Service Science*, 12(1), 26-42.