

## **Curriculum Vitae**

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#### **ACADEMIC EXPERIENCE**

*Associate professor*, Economics and Business Department, Universitat Pompeu Fabra, from 2009.  
*Assistant professor*, Economics and Business Department, Universitat Pompeu Fabra. 2005-2009.  
*Assistant professor*, Business Department, Universidad Carlos III de Madrid. 2002- 2005.

#### **PROFESSIONAL EXPERIENCE**

Collaboration with ESADE Brand Institute.

#### **RESEARCH INTERESTS**

Branding & corporate social responsibility.

#### **PUBLISHED PAPERS**

Torres, A., Cesar-Machado, J., Vacas de Carvalho, L., Costa, P., and van de Velden, M.  
Forthcoming *Journal of Product & Brand Management*.

Broekhuizen, T., Giarratana, M., and Torres, A. (2017). "Uncertainty avoidance and the exploration-exploitation trade-off". *European Journal of Marketing*, Vol. 51, No. 11-12.

Cesar-Machado, J., Vacas de Carvalho, L. Costa, P., and Torres, A. (2015). Brand logo design: Examining consumer response to naturalness". *Journal of Product & Brand Management*, 24(1).

Melnyk, V., Giarratana, M., and Torres, A. (2014). "Marking your trade: Cultural factors in the prolongation of trademarks". *Journal of Business Research*, 67(4), 478-485.

Torres, A., Bijmolt, T.H.A., Tribó, J.A., and Verhoef, P. (2012). "Generating global brand equity through corporate social responsibility to key stakeholders". *International Journal of Research in Marketing*, 29(1), 131-24.

Torres, A. and J. A. Tribó (2011). "Customer satisfaction and brand equity," *Journal of Business Research*, 64(10), 1089-1096.

Broekhuizen, T. L. J., Delre, S. A. and A. Torres (2011). "Simulating the cinema: How cultural differences affect the distribution of market shares," *Journal of Product Innovation Management*, 28(2), 204-217.

Kim, M., Lado, N. and A. Torres (2009). "Evolutionary changes in service-attribute importance in a crisis scenario: The Uruguayan financial crisis," *Journal of Service Research*, 11 (4), 429-440.

Torres, A. and T. H. A. Bijmolt (2009). "Assessing brand image through communalities and asymmetries in brand-attribute and attribute-brand associations," *European Journal of Operational Research*, 195 (2), 628-640.

Torres, A. and M. van de Velden (2007). "Perceptual mapping of multiple variable batteries by plotting supplementary variables in correspondence analysis of rating data," *Food Quality and Preference*, 18 (1), pp.121-129.

Torres, A. and M. Greenacre (2002). "Dual scaling and correspondence analysis of preferences, paired comparisons and ratings," *International Journal of Research in Marketing*, 19, pp. 401-05.

#### **BOOK CHAPTERS**

Torres, A. "Correspondence analysis and categorical conjoint measurement", in *Multiple Correspondence Analysis and Related Methods*, by M. Greenacre & J. Blasius. Chapman & Hall/CRC Press, 2006.