

# Andreea Trifu

## Education

*PhD in Economics and Business Management*  
University of Zaragoza  
Sobresaliente Cum Laude; International Mention  
Extraordinary PhD Award of the University of Zaragoza

*Master's in International Business Management*  
Pablo de Olavide University

*Master's in Research in Business Administration and Economics*  
University of Salamanca

*Bachelor in Marketing*  
University of Bucharest

## Experience

*Lecturer*  
Department of Marketing, University of Zaragoza  
2022 – 2023

*Researcher (FPI grant: PhD and postdoc)*  
Department of Marketing, University of Zaragoza  
2019 – 2022

## Accreditations

Profesor Contratado Doctor (ANECA, January 2023)  
Profesor de Universidad Privada (ANECA, January 2023)  
Profesor Ayudante Doctor (ANECA, January 2023)

## Publications

Cambra-Fierro, J., Fuentes-Blasco, M., Gao, L. X., Melero-Polo, I., & Trifu, A. (2022). The influence of communication in destination imagery during COVID-19. *Journal of Retailing and Consumer Services*, 64, 102817.

Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. Á., & Trifu, A. (2022). Exploring the role of service touchpoints on the path to financial, behavioral and relational customer outcomes: insights from a B2B service context. *Journal of Business & Industrial Marketing*, 37(11), 2260-2277.

Ruz-Mendoza, M. Á., Trifu, A., Cambra-Fierro, J., & Melero-Polo, I. (2021). Standardized vs. customized firm-initiated interactions: Their effect on customer gratitude and performance in a B2B context. *Journal of Business Research*, 133, 341-353.

Cambra-Fierro, J., Polo-Redondo, Y., & Trifu, A. (2021). Short-term and long-term effects of touchpoints on customer perceptions. *Journal of Retailing and Consumer Services*, 61, 102520.

Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., & Trifu, A. (2021). How do firms handle variability in customer experience? A dynamic approach to better understanding customer retention. *Journal of Retailing and Consumer Services*, 61, 102578.

Cambra-Fierro, J., Mendoza, M. Á. R., Gao, L., Polo, I. M., Trifu, A., & Pérez, M. E. L. (2021). Análisis de las interacciones empresa-cliente a lo largo del customer journey: una propuesta de acción en el sector asegurador. In *Innovación y estrategias en el comercio y en servicios en general: de lo físico a lo digital* (pp. 35-57). Cátedra Fundación Ramón Areces de Distribución Comercial. (Book chapter)

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## Awards

Extraordinary PhD Award from the University of Zaragoza in the PhD Programme in Economics and Business Management.

Best Paper Award in the Customer Experience and Journeys Track of the 12th SERVSIG 2022 for the paper "Managing the B2B customer experience: An empirical study of its impact on customer outcomes", authored by Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y. y Trifu, A. Glasgow, UK, June 2022.

Best Paper Award of the Marketing Section in the XXXI CONGRESO DE ACEDE 2022 for the paper "Moments of truth and their impact on profitability and behavioral customer outcomes: A longitudinal study in a B2B services context", authored by Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y. y Trifu, A. Barcelona, June 2022.

Rodolfo Vázquez Casielles Award for the Best Paper of the Marketing Section in the XXX ACEDE Conference 2021 for the paper "The Unique Role of Customer Experience Variability and Market Turbulence in Customer Retention", authored by Cambra-Fierro, J., Gao, L., Melero-Polo, I. y A. Trifu. Cartagena, June 2021.

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## Conferences

### International

AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.

TITLE: Managing the B2B customer experience: An empirical study of its impact on customer outcomes

CONFERENCE: 12th SERVSIG, June 2022, Glasgow (UK)

**BEST PAPER AWARD IN CUSTOMER EXPERIENCE & JOURNEYS TRACK**

AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.

TITLE: Exploring customer experience through customer-provider interactions: A study on B2B customer outcomes

CONFERENCE: 1st Service Research Doctoral Workshop, March 2022, Porto (Portugal)

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AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.  
TITLE: The role of service design and moment of truth touchpoints in determining B2B customer outcomes  
CONFERENCE: QUIS, January 2022, Valencia (Spain)

AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.  
TITLE: A B2B outlook on customer experience and its influence on financial and behavioral customer outcomes  
CONFERENCE: QUIS, January 2022, Valencia (Spain)

AUTHORS: Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. A., Trifu, A.  
TITLE: Analyzing the Powerful Impact of Touchpoints in a B2B Context  
CONFERENCE: Academy of Marketing Science Conference, June 2021, Online (New York, USA)

AUTHORS: Cambra-Fierro, J., Polo-Redondo, Y., Trifu, A.  
TITLE: The Implications of Short-Term and Long-Term B2B Touchpoints  
CONFERENCE: Academy of Marketing Science Conference, June 2021, Online (New York, USA)

AUTHORS: Cambra-Fierro, J., Polo-Redondo, Y., Trifu, A.  
TITLE: Do touchpoints generate long-lasting and valuable consequences for firms?  
CONFERENCE: EMAC Annual Conference, May 2021, Online (Madrid, Spain)

AUTHORS: Gao, L. X., Melero-Polo, I., Ruz-Mendoza, M. A., Trifu, A.  
TITLE: Analyzing the reputational and profitable consequences of service touchpoints: A chain of effects model  
CONFERENCE: EMAC Annual Conference, May 2021, Online (Madrid, Spain)

## **National**

AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.  
TITLE: Reciprocity during B2B moments of truth: A study of touchpoints influence and customer outcomes  
CONFERENCE: 2nd International Workshop CTCEX, November 2022, Zaragoza (Spain).

AUTHORS: Cambra-Fierro, J., Trifu, A.  
TITLE: How are B2B interactions evolving? A systematic literature review and new directions for research  
CONFERENCE: IX Workshop Jóvenes Investigadores, September 2022, Calatayud (Spain).

AUTHORS: Cambra-Fierro, J., Patrício, L., Polo-Redondo, Y., Trifu, A.  
TITLE: Moments of truth and their impact on profitability and behavioral customer outcomes: A longitudinal study in a B2B services context  
CONFERENCE: ACEDE, June 2022, Barcelona (Spain)

### **BEST PAPER AWARD OF THE MARKETING SECTION**

AUTHORS: Cambra-Fierro, J., Polo-Redondo, Y., Trifu, A.  
TITLE: Understanding customer–firm interactions in business markets: An overview and research agenda  
CONFERENCE: I International Workshop CTCEX 2021, October 2021, Zaragoza (Spain)

AUTHORS: Cambra-Fierro, J., Trifu, A.  
TITLE: Understanding service touchpoints and their influence on customer outcomes: a longitudinal study in a B2B setting  
CONFERENCE: VIII Workshop Jóvenes Investigadores, September 2021, Teruel (España)

AUTHORS: Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., Trifu, A.  
TITLE: Understanding the dynamic patterns of customer experience from a competitive standpoint: Their impact on customer choice  
CONFERENCE: AEMARK, September 2021, Baeza (Spain)

AUTHORS: Cambra-Fierro, J., Gao, L. X., Melero-Polo, I., Trifu, A.  
TITLE: The unique role of customer experience variability and market turbulence in customer retention  
CONFERENCE: ACEDE, June 2021, Online (Cartagena, Spain)

**RODOLFO VÁZQUEZ CASIELLES AWARD FOR THE BEST PAPER OF THE MARKETING SECTION**

AUTHORS: Cambra-Fierro, J., Polo-Redondo, Y., Trifu, A.  
TITLE: The Benefit of the Journey: A Longitudinal Study on B2B Customer Journey  
CONFERENCE: AEMARK, September 2019, Cáceres (Spain)

AUTHORS: Trifu, A., Trasfí-Treviño, L., Cambra-Fierro, J., Vázquez-Carrasco, R.  
TITLE: Crossing the Borders in Online Shopping: An Empirical Study  
CONFERENCE: AEMARK, September 2018, Barcelona (Spain)

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## Research visit

Research visit to Faculdade de Engenharia, Departamento de Engenharia e Gestão Industrial, Universidade do Porto, from January 24 to April 25, 2022, under the supervision of Professor Lia Patrício.

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## Other research merits

Reviewer for *Journal of Retailing and Consumer Services*.

Participated in the Organizing Committee of several academic encounters.

Co-chair of the 1<sup>st</sup> Service Research Doctoral Workshop organized in the University of Porto.

Member of the Organizing Committee of the Brown Bag Seminars of the University of Zaragoza, the International Workshop on Current Trends in Customer Experience in the Retail and Services Industries in 2021 and 2022 and the Seminars of the Department of Marketing.

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## Teaching

Experience in multiple subjects related to the Marketing field within the Business Administration Degree and the Double Degree Law and Business Administration (Introduction to Market Research, Marketing Management I, Marketing Management II).

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## Languages

English: IELTS Certificate

Spanish: Diploma DELE

Portuguese: Instituto Camões Courses

Romanian: Mother tongue

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