

Elena Cerdá-Mansilla

Education

PhD in Economics and Innovation Management

Autonomous University of Madrid, Complutense University of Madrid and Polytechnic University of Madrid

Sobresaliente Cum Laude; International Mention Extraordinary

Master in Economics and Innovation Management

Autonomous University of Madrid, Complutense University of Madrid and Polytechnic University of Madrid

9,25/10

Dual Degree in Business Administration and Management and Tourism

University of Alcalá

8,53/10

Experience

Researcher (FPU grant: PhD)

Department of Marketing, Autonomous University of Madrid

2019 – 2023

Graduate Researcher (Master's grant)

Department of Marketing, Autonomous University of Madrid

2018-2019

Research-Teaching Assistant (Collaboration grant)

Department of economics, Alcalá University

2017-2018

Accreditations

Profesor Contratado Doctor (ANECA, May 2024)

Profesor de Universidad Privada (ANECA, May 2024)

Publications

Peer-reviewed journal articles:

- Cerdá-Mansilla, E., Tussyadiah, I., Campo, S., & Rubio, N. (2024). Smart destinations: A holistic view from researchers and managers to tourists and locals. *Tourism management perspectives*, 51, 101223.
- Cerdá-Mansilla, E., Rubio, N., García Henche, B., & Campo, S. (2022). Airbnb and the touristification of neighborhoods in cities: an analysis of neighborhood segmentation of extra-hotel accommodation in Madrid (in Spanish). *Investigaciones Turísticas*. <https://doi.org/10.14198/INTURI2022.23.10>
- Cerdá-Mansilla, E., Rubio, N., & Campo, S. (2021). Critical success factors for sharing information and knowledge of COVID-19 through Twitter. *Knowledge Management Research & Practice*. <https://doi.org/10.1080/14778238.2021.1895688>
- Cerdá-Mansilla, E., Rubio, N., & Campo, S. (2021). Viralization keys of messages in unofficial accounts during crisis periods: the case of Covid-19 on Twitter. *Spanish Journal of Marketing-ESIC*. <https://doi.org/10.1108/SJME-09-2020-0170>
- Mansilla, E. C., Henche, B. G., & Devesa, M. J. S. (2021). Analysis of the sharing economy in urban tourism. Study of the implementation of Airbnb in Madrid and Barcelona (in Spanish). *Cuadernos de Turismo*. <https://doi.org/10.6018/turismo.474481>
- Cerdá-Mansilla, E., & Álvarez González, I. (2020). The internationalization of Spanish universities: collaboration patterns, results and challenges (in Spanish). *Información Comercial Española (ICE)*, Revista de Economía. <https://doi.org/10.32796/ice.2020.913.6984>
- (Working paper with award) Mansilla, E. C. (2020). Keys to internationalization of Spanish universities. Madrid public universities in Horizon 2020 (in Spanish). Universidad Complutense de Madrid, Instituto Complutense de Estudios Internacionales. <https://docta.ucm.es/entities/publication/205daadf-7e5f-40f0-a50f-cd01ead3d2e1>

Book chapters:

- Ríos, F. C., Mansilla, E. C., & Piernas, A. B. M. (2022). University students: an approach from empathy to attention to diversity (in Spanish). *Investigación e innovación sobre inclusión e intervención socioeducativa*. Dykinson. <https://www.dykinson.com/libros/investigacion-e-innovacion-sobre-inclusion-e-intervencion-socioeducativa/9788411224581/>
- Ríos, F. C., Mansilla, E. C., Redondo, S. G., & Blasco, R. L. (2022). "Role playing" as a strategy to educate in empathy: a pedagogical attempt in the university classroom (in Spanish). *Investigación e innovación sobre inclusión e intervención socioeducativa*. Dykinson. <https://www.dykinson.com/libros/investigacion-e-innovacion-sobre-inclusion-e-intervencion-socioeducativa/9788411224581/>
- Mansilla, E. C., Redondo, S. G., Blasco, R. L., & Piernas, A. B. M. (2022). University social responsibility. A case about perception in attention to diversity in university students (in Spanish). *ODS y educación inclusiva en la educación superior: experiencias y propuestas transdisciplinares de innovación docente*. Dykinson. <https://www.dykinson.com/libros/ods-y-educacion-inclusiva-en-la-educacion-superior-experiencias-y-propuestas-transdisciplinares-de-innovacion-docente/9788411224635/>
- Mansilla, E.C., Lamata M.G., & Blasco R.L. (2021) The role of influencers in the luxury sector: New values in 21st century society (in Spanish). *Cultura participativa, fandom y narrativas emergentes en redes sociales*. Dyckinson. <https://www.dykinson.com/libros/cultura-participativa-fandom-y-narrativas-emergentes-en-redes-sociales/9788413775883/>

- Mansilla, E.C., Lamata M.G., & Blasco R.L. (2021) The role of Instagram in education: a new look from mobile-learning, Towards a sustainable research model in education (in Spanish). Cultura, economía y educación: nuevos desafíos en la sociedad digital. Dykinson. <https://www.dykinson.com/libros/cultura-economia-y-educacion-nuevos-desafios-en-la-sociedad-digital/9788413775852/>
- Mansilla, E.C., Serrano M.F., & Blasco R.L. (2021) Citizen security and communication. What role have the civil guard's social networks played during the covid-19 health crisis? (in Spanish). Ecosistema de una pandemia: COVID 19, la transformación mundial. Dykinson. <https://www.dykinson.com/libros/ecosistema-de-una-pandemia-covid-19-la-transformacion-mundial/9788413773285/>
- Blasco, R. L., Serrano, M. F., & Mansilla, E. C. (2021). Socio-emotional support in university students: educational response to Covid-19 (in Spanish). Hacia un modelo de investigación sostenible en educación. Dykinson. <https://www.dykinson.com/libros/hacia-un-modelo-de-investigacion-sostenible-en-educacion/9788413773025/>

Awards

- ICEI Internationalisation Award 2019. Best research contribution in the area of International Business. Instituto Complutense de Estudios Internacionales of Complutense University of Madrid.
- Prize for the Best Master's Thesis (2018-2019). Faculty of Economics and Business Studies of the Autonomous University of Madrid - Master's Degree in Economics and Innovation Management (MEGIN).
- Award for the Best Scientific Poster. UAM-Accenture Chair in Economics and Innovation Management.

Selected conference papers

- Elena Cerdá Mansilla, Natalia Rubio, and Sara Campo. Conceptualisation of smart tourist destinations by tourists, residents, managers and experts. 33rd INTERNATIONAL MARKETING CONGRESS AEMARK 2022 September (07-09), Valencia (University of Valencia).
- Elena Cerdá Mansilla, Natalia Rubio, and Sara Campo. Exploring the dimensions of success of AIRBNB's online experiences. IX Workshop of Young Researchers in Economics and Business 22 August/September (31-02), Calatayud (University of Zaragoza).
- Elena Cerdá Mansilla, Natalia Rubio, and Sara Campo. Factors explaining the popularity of Airbnb on Instagram: an fsqca approach. XXXII International Marketing Congress AEMARK 2021 September (08-11), Jaén (University of Jaen).
- Elena Cerdá Mansilla, Natalia Rubio, and Sara Campo. Factors explaining the viral communication of Covid-19 on Twitter: a CsQca approach. XVI International Congress on Interdisciplinary Sciences Venue 2021 July (21-23), Oxford (Oxford Brookes University).
- Elena Cerdá-Mansilla, Mercedes Gil Lamata, and Raquel Lozano Blasco. The role of instagram in education: a new look from mobile-learning. VI International Congress on Communication and Thought 2021 April (28-30), Sevilla (University of Sevilla).
- Elena Cerdá-Mansilla. The Internationalization of Research in Spanish Universities: Factors of Intensity and Geographic Diversity. XXI International Congress on Knowledge, Culture and Change in Organisations 2021 January (15-16), Auckland (University of Auckland).
- Elena Cerdá Mansilla, Marta Ferrer Serrano, and Raquel Lozano Blasco. Security and communication: What role did

the Guardia Civil's social networks play during the Covid-19 health crisis?. NODOS de Conocimiento Congress. University, innovation and research in the Horizon 2030 2020 December (10-11), Zaragoza (University of Zaragoza).

- Elena Cerdá Mansilla, Marta Ferrer Serrano, and Raquel Lozano Blasco. Socio-emotional accompaniment in university students: educational response to covid-19.: International Congress on Education and Innovation 2020 December (9), Coimbra (University of Coimbra).
- Elena Cerdá Mansilla. The future of Airbnb is smart and collaborative destinations: Case studies of Madrid and Barcelona. 45th European Academy of International Business (EIBA) Annual Conference 2019 December (13-15). Leeds, (University of Leeds).

Teaching experience:

2023-2024 (September; January) - Digital Marketing, 6 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Bachelor in Business Administration and Erasmus Students

2022-2023 (February; June) - Marketing Management, 9 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Students' evaluation mx of 5 (4.29 points)
Bachelor in Business Administration

2022-2023 (September; January)- Digital Marketing, 6 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Students' evaluation mx of 5 (4.29 points)
Bachelor in Business Administration and Erasmus Students

2021-2022 (February; June) - Marketing: Market and Demand, 6 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Bachelor in Business Administration

2021-2022 (September; January) - Digital Marketing, 6 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Bachelor in Business Administration and Erasmus Students

2020-2021 (February; June) - Marketing: Market and Demand, 6 ECTS
(Undergraduate Course) Autonomous University of Madrid, Spain
Students' evaluation mx of 5 (4.86 points)
Bachelor in Business Administration

Research visit

Visiting Research Scholar, University of Surrey, Hospitality and Tourism Management (UK). From September 2021 to December 2021 under the supervision of Professor Iis Tussyadiah.

Personal grants received and research projects

2022-2024 Virtual assistant interaction: its effects on attention and emotion and the role of privacy. Principal investigator names (PI, Co-IP,...): Natalia Rubio; Jaime Romero. Funded by: Ministry of Science and Innovation. (47.035,00) ID: TED2021-129513B-C22. Role in the research project: member of the research team.

2021-2024 Project: Recovery of the tourism industry: Generation of knowledge for action. Founders: Ministry of Economy, Industry, and Competitiveness, Spanish Government. (€27.757,40). Principal researchers: Joan Garau (UB) and Sara Campo (UAM). Role in the research project: member of the research team.

2021-2024 Project: Customer journey design: Touchpoint automation through artificial intelligence. Founders: Ministry of Economy, Industry, and Competitiveness, Spanish Government. (€27.757,40). Principal Researchers: Rubio Natalia (UAM) and Romero Jaime (UAM). Role in the research project: Member of the research team.

2021 - Research Grants 2020-2021 in Social Sciences, Sabadell Bank Foundation (€6.000).

2019 - Predoctoral Grant, Spanish Government, Ministry of Universities (4-year contract).

2018 - Aid for the promotion of research in Master's Degree courses (€4400).

2017 - Collaboration Grant, Ministry of Education, Culture and Sport of Spain (€2000).

Management and academic representation positions:

- 2022- 2024 Head of Communication at the Digital Economy Research Center of the Autonomous University of Madrid.
- 2021- 2022: Secretary of the Digital Economy Research Center of the Autonomous University of Madrid.

Languages

- Spanish: Native
- Catalan: Advanced
- English: Advanced
- German: B1
- French: B1
- Chinese: A1