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His research interests include innovation, organizational learning, value creation, and distribution channels. His papers have been published in the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Business & Industrial Marketing*, *Journal of Business-to-Business Marketing*, *Quality & Quantity: International Journal of Methodology*, *Current Issues in Tourism*, and *Journal of Marketing Channels*, among others. He has also participated in R&D Projects financed by the Ministry of Science and Innovation of Spain, the Ministry of Economy and Competitiveness of Spain, and the University of Oviedo, and has also been a Visiting Scholar at the Aston Business School (UK) resourced and supported through the Aston Academy for Research into Management (AARM).