

# CURRICULUM VITAE

## Daniela Buzova, PhD

*Lecturer*

Department of Marketing, University of Valencia,  
Av. Dels Tarongers s/n, Facultad de Economía, Valencia (Spain), 46022  
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### RESEARCH INTERESTS

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Tourism marketing, destination marketing, consumer behaviour, UGC and social media, cruise tourism, tour guiding, sustainability

### EDUCATION AND QUALIFICATIONS

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- 2015 – 2019      **PhD in Marketing**, University of Valencia (Spain)  
  
Thesis title: Understanding cruise tourists' behavior at a port of call destination through the lens of sense of place  
  
*Awarded with: cum laude, international mention, and extraordinary award by the Faculty of Economics*  
  
Supervisors: Dr. Silvia Sanz Blas, Prof. Amparo Cervera Taulet
- 2013 – 2014      **MA in Marketing and Market Research (First-class Honours with Distinction)**  
University of Valencia (Spain)
- 2012 – 2013      **MA in Tourism Planning and Management (First-class Honours with Distinction)**  
University of Valencia (Spain)
- 2008 – 2012      **BSc in Tourism (First-class Honours with Distinction)**  
University of Valencia (Spain)

### EMPLOYMENT

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- Since Oct 2020      **Lecturer** (Accredited to Senior Lecturer since 2020)  
Department of Marketing  
University of Valencia (Spain)
- Sept 2019 – Sept 2020      **Lecturer**  
ESIC Business & Marketing School  
Valencia Campus (Spain)
- Sept 2015 – Sept 2019      **Research & Teaching Fellow**  
Department of Marketing  
University of Valencia (Spain)

## PUBLICATIONS

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- Buzova, D., Sanz-Blas, S., & Santos-Rojo, C. (2022). Disruptive innovation discourse: are academic research and news media on the same page?. *Technology Analysis & Strategic Management*, 1-16.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2022). Co-creating emotional value in a guided tour experience: the interplay among guide's emotional labour and tourists' emotional intelligence and participation. *Current Issues in Tourism*, 1-15.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2021). "Sensing" the destination: Development of the destination sensescape index. *Tourism Management*, 87, 104362.
- Buzova, D. (2021). Cruise Ships and Sustainability. In *The Palgrave Handbook of Global Sustainability* (pp. 1-11). Cham: Springer International Publishing.
- Sanz-Blas, S., Buzova, D., & Pérez-Ruiz, P. (2021). Building relational worth in an online social community through virtual structural embeddedness and relational embeddedness. *Technological Forecasting and Social Change*, 162, 120350.
- Buzova, D., Cervera-Taulet, A., & Sanz-Blas, S. (2020). Exploring multisensory place experiences through cruise blog analysis. *Psychology & Marketing*, 37(1), 131-140.
- Hosany, S., Buzova, D., & Sanz-Blas, S. (2020). The Influence of Place Attachment, Ad-Evoked Positive Affect, and Motivation on Intention to Visit: Imagination Proclivity as a Moderator. *Journal of Travel Research*, 59(3), 477-495.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2019). Does culture affect sentiments expressed in cruise tours' eWOM?. *Service Industries Journal*, 39(2), 154-173.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2019). 'Tour me onshore': understanding cruise tourists' evaluation of shore excursions through text mining. *Journal of Tourism and Cultural Change*, 17 (3), 356-373.
- Sanz-Blas, S., Bigné, E., & Buzova, D. (2019). Facebook brand community bonding: The direct and moderating effect of value creation behaviour. *Electronic Commerce Research and Applications*, 35, 100850.
- Sanz-Blas, S., Buzova, D., & Carvajal-Trujillo, E. (2019). Familiarity and visit characteristics as determinants of tourists' experience at a cruise destination. *Tourism Management Perspectives*, 30, 1-10.
- Sanz-Blas, S., Buzova, D., & Schlesinger, W. (2019). The Sustainability of Cruise Tourism Onshore: The Impact of Crowding on Visitors' Satisfaction. *Sustainability*, 11(6), 1510.

- Sanz-Blas, S., Carvajal-Trujillo, E., & Buzova, D. (2019). The moderating effect of personal and situational characteristics in behavioural factors affecting ports of call. *Current Issues in Tourism*, 22(2), 133-141.
- Sanz-Blas, S., Buzova, D., & Miquel-Romero (2019). From Instagram Overuse to Instastress and Emotional Fatigue: The Mediation of Addiction. *Spanish Journal of Marketing ESIC*, 23(2), 143-161.
- Sanz-Blas, S., Bigné, E., & Buzova, D. (2017). M-WOM in a brand's Facebook fan page. *Online Information Review*, 41(7), 936-953.
- Sanz-Blas, S., Buzova, D., & Carvajal-Trujillo, E. (2017). Investigating the moderating effect of information sources on cruise tourist behaviour in a port of call. *Current Issues in Tourism*, 20(2), 120-128.
- Sanz-Blas, S., Carvajal-Trujillo, E., & Buzova, D. (2017). Assessing cruise port of call performance: a passenger-based approach using PLS modelling. *Maritime Policy & Management*, 44(8), 967-980.
- Buzova, D., Sanz-Blas, S., & Cervera-Taulet, A. (2016). Cross-cultural perceptions of onshore guided tours: A qualitative approach based on eWOM. *Psychology & Marketing*, 33(12), 1054-1061.
- Sanz-Blas, S. & Buzova, D. (2016). Guided tour influence on cruise tourist experience in a port of call: an eWOM and questionnaire-based approach. *International Journal of Tourism Research*, 18(6), 558–566.

## **CONFERENCES ATTENDED**

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- Buzova, D., Sanz-Blas, S., Cervera-Taulet, A. (2022): "Co-creación de valor emocional en una visita guiada. El efecto mediador de la participación emocional de los turistas", XXXIII AEMARK International Conference (7-9.09.2022, Valencia Spain).
- Buzova, D., Sanz-Blas, S., Pérez-Ruiz, P. (2021): "Disruptive innovation discourse in the business media and the academic literature: a comparative automated content analysis", EMAC 2021 Annual Conference (25-28.05.2021, Madrid, Spain).
- Buzova, D., Sanz-Blas, S., Cervera-Taulet, A. (2020): "Investigating the dynamics of emotional value co-creation in a guided tour experience", TOURMAN, (21-23.05. 2021, Athens, Greece).
- Sanz Blas, S., Buzova, D., Cervera-Taulet, A. (2019): "Analysing cruise passengers' authenticity and crowding perceptions as key inputs for DMO market intelligence", 18th International Congress on Public and Non-Profit Marketing (IAPNM) (3-5.07.2019, Győr, Hungary).
- Buzova, D.; Cervera-Taulet, A.; Sanz, S. (2019). "Exploring multisensory place experiences through cruise blog analysis", 10th INEKA Conference. Knowledge, Business, and Innovation. Economies and sustainability of future growth (11-13.06.2019, Verona, Italy).

- Buzova, D.; Hosany, S.; Sanz Blas, S. (2018). "Heidi's Alps mean a lot to me": Factors affecting travel intention and the moderating role of imagination capacity", Annual International Conference of the Travel & Tourism Research Association (TTRA) (26-28.06.2018, Miami, USA).
- Buzova, D.; Sanz-Blas, S.; Cervera-Taulet, A. (2018). "Exploring cruise port of call sensescape as represented in online travel blogs: Implications for Mediterranean DMOs", 17th Congress of the International Association on Public and Non-Profit Marketing (IAPNM) (6-7.09.2018, Bournemouth, UK).
- Sanz Blas, S., Buzova, D. (2018). "Direct and indirect negative consequences of Instagram dependency", 17th International Conference on Research in Advertising (ICORIA) (21-23.06.2018, Valencia, Spain)
- 5th International Conference on Innovation, Documentation and Teaching Technologies (INNODOCT) (25-27.10.2017, Valencia, Spain).
- "The moderating role of experiential and informative familiarity in the travel context: the case of cruise tourism", 16th International Congress on Public and Nonprofit Marketing (IAPNM) (4-6.09.2017, Badajoz, Spain).
- Buzova, D.; Sanz-Blas, S. (2017). "What motivates intention to visit a destination? The role of place attachment and destination emotions", 2017 TTRA Europe Chapter Conference (25-28.04.2017, Angers, France).
- 6th Global Innovation and Knowledge Academy Conference (GIKA) (21-23.03.2016, Valencia, Spain).
- XV International Marketing Trends Conference (21-23.01.2016, Venice, Italy).

## **TEACHING EXPERIENCE**

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2022-2023	<b>Tourism Marketing Management</b> <b>International Integrated Marketing Communications</b> <b>Marketing Communications</b> University of Valencia
2021- 2022	<b>Advertising management</b> <b>Marketing Communications</b> University of Valencia
2020 – 2021	<b>Consumer Behaviour</b> <b>Marketing Communications</b> University of Valencia
2019 - 2020	<b>Principles of Marketing</b> <b>Marketing Research</b> <b>Cross-cultural management</b> <b>Negotiation techniques</b> ESIC Business & Marketing School
2018 - 2019	<b>Marketing Communications</b> University of Valencia

2017 - 2018            **Marketing Management**  
University of Valencia

2016 – 2017           **Marketing Communications**  
**Marketing Management**  
University of Valencia

#### **PROJECTS, ADMINISTRATION & LEADERSHIP**

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- PI of the Research Project CIGE/2021/124: “The challenge of destination saturation and sustainability: a study on post-covid tourists’ perceptions, attitudes and behaviour” (2022-2023)
- Faculty Coordinator of the Mentoring Programme for Incoming Students at the University of Valencia since 2021
- Organizer of the FORTHEM Short-term Mobility: Business & Entrepreneurship Future Talents, July 2022
- Academic tutor of internships/traineeships since 2020
- Supervisor of undergraduate thesis and master theses since 2020
- Representative of the Research & Teaching Fellows in the Department of Marketing (2017-2019)
- Participant in the Teaching Staff Mobility Program Erasmus + (Academic Host) 2018 and 2021. Facultad de Economía. Universidad de Valencia.
- PI of the teaching innovation project UV-SFPIE\_PID-2078660: “Integrating SDGs in the curricula of the future marketing professionals” (2022-2023), Department of Marketing, University of Valencia
- Member of the teaching innovation project "UVSFPIE\_ GER16CONF-421961: *Enhancement of students’ perceived learning and satisfaction through collaborating learning*" (2016-2017, 2017-2018). Department of Marketing, University of Valencia

#### **ACADEMIC PRIZES, AWARDS, HONOURS**

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- Best paper award at the XXIV Conference Turismo Universidad Empresa, Castellon, Spain, 2021
- Best presentation award at the 5<sup>th</sup> International Conference Innodoc 2017
- Award to the article “Cross-cultural perception of onshore guided tours: A qualitative approach based on eWOM” presented at GIKA 2016 conference.
- Doctoral fellowship by the Spanish Ministry of Education, Culture and Sports (grant number FPU014/ /03828)

- Grant by the Spanish Ministry of Education, Culture and Sports for a research stay at Royal Holloway University of London under the supervision of Prof. Sameer Hosany (July- October 2017).
- Scholarship for a traineeship at the European Travel Commission (August 2013 - January 2014) provided by the Valencian Provincial Council
- Academic Excellence Scholarship provided by the Council of Education of the Valencian Autonomous Community Government (2013)
- Postgraduate Scholarship granted by the Spanish Ministry of Education, Culture and Sports (2012)

### **REVIEWER ACTIVITY**

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- Member of the Editorial Board of Journal of Travel Research (since 2020)
- Reviewing member of the Editorial Board of Electronic Commerce Research & Applications journal (2019)
- Ad-hoc reviewer for Tourism Management, Journal of Business Research, Current Issues in Tourism, Online Information Review, Computers in Human Behaviour, Electronic Commerce Research and Applications, Journal of Destination Marketing & Management.

### **SKILLS AND LANGUAGES**

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- Very good command of SmartPLS.
- Good command of the qualitative software analysis packages NVivo & Leximancer.
- Very good command of SPSS.
- Social sciences' research skills (qualitative and quantitative methodologies, academic writing skills, analytical thinking, among others).
- Spanish (bilingual)
- English (proficient)

### **MEMBERSHIPS**

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- Member of the Spanish Association of Marketing (AEMARK)