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EDUCATION

LeBow College of Business- Drexel University, Philadelphia PhD - Marketing	Expected 2017
UNED- National University of Distance Education (Online) MSc - Applied Statistics	2014
UNIR- International University of La Rioja, Logroño Graduate Program in Digital Marketing	2012
EAE Business School, Barcelona and Madrid MA - Marketing and Sales Management	2010
University of Alcala, Alcala de Henares, Madrid BSc - Chemistry	2003

RESEARCH INTEREST

E-Commerce, Online Customer Reviews, Digital Marketing and Social Media, Statistical Text Analysis, Accessibility of Online Commerce, Applied Bayesian Statistics, Applied Robust Statistics

DISSERTATION (see appendix for abstract)

“Three Essays on the Role of Information in Online Consumer Reviews”

Dissertation Chair: Dr. David Gefen

Dissertation Co-Chair: Dr. Rolph Anderson

Dissertation Committee: Dr. Trina Andras, Dr. Michaela Draganska, Dr. George Knox, Dr. Kai R. Larsen

Proposal Defended: June 09, 2016

Final Defense: Expected May 2017

PUBLICATIONS, MANUSCRIPTS UNDER REVIEW, & WORKING PAPERS (see appendix for abstract)

- Fresneda, Jorge and Gefen, David, "Gazing at the Stars Is not Enough, Look at the Word Construals Too." Under Review at *Journal of Marketing Research*.
- Cohen, Alex H.; Fresneda, Jorge; and Anderson, Rolph E., "Transcendent Loyalty: Comparing Consumers' Love for their Favorite Brand and their Favorite Sports Team" (target journal: **Journal of Marketing**).
- Gefen David; Endicott, James; Fresneda, Jorge; Miller, Jacob; and Larsen, Kai R. "An Annotated Primer Tutorial of Text Mining with Latent Semantic Analysis in R." Under Review at *Communications of the Association for Information Systems*.
- Robles, Marco; Fresneda, Jorge; and Villagra, Nuria, "The Challenge of Collaborative Actions for the Common Good on New Software Technologies." Under Review at *Business and Society Review*.

PROCEEDINGS

- **Cohen, Alex H.*; Fresneda, Jorge***; and Anderson, Rolph E. (2017), "Arguing for Policy Change: Vision Impaired Consumers' Anti-Firm Reaction to Accessibility-Related Service Failures in the Online Marketplace," Orlando (FL), American Marketing Association Winter Marketing Academic Conference.
- **Fresneda, Jorge*** and Gefen, David (2016), "Decomposing Online Reviews: Information, Emotions, and Review Accessibility," Nashville (TN), Data Mining in Marketing- 2016 INFORMS Annual Meeting.
- **Cohen, Alex H.*; Fresneda, Jorge;** and Anderson, Rolph E. (2016), "Online Accessibility of Retail Websites for Visually Impaired Consumers: Creating a Dialogue for Policy Change," San Luis Obispo (CA), AMA 2016 Marketing & Public Policy Conference.
- **Cohen, Alex H.*; Fresneda, Jorge***; and Anderson, Rolph E. (2016), "Online Accessibility of Sports Teams' Websites: Impact on Fanship and Purchase Intentions," Las Vegas (NV), American Marketing Association Winter Marketing Academic Conference.
- **Fresneda, Jorge*** and Gefen, David (2016), "Applying Text Analysis to Determine Factors that Increase the Assessed Usefulness of Online Product Reviews," Lake Buena Vista (FL), Academy of Marketing Science Annual Conference.
- **Fresneda, Jorge*** and Gefen, David (2016), "Automatic Methods for Online Review Classification: An Empirical Investigation of Review Usefulness," Lake Buena Vista (FL), Academy of Marketing Science Annual Conference.
- **Fresneda, Jorge*** and Swaminathan, Srinivasan (2016), "Impact of Individual, Brand, and Promotion Characteristics on Coupon Redemptions," Lake Buena Vista (FL), Academy of Marketing Science Annual Conference.
- **Fresneda, Jorge***; Korschun, Daniel; and Kothandaraman, Prabakar (2015), "CSR as an Adaptive Selling Tool: A Novel Framework and a Robust Analysis Proposal," Denver (CO), Academy of Marketing Science Annual Conference. DOI [10.1007/978-3-319-26647-3_78](https://doi.org/10.1007/978-3-319-26647-3_78)
- **Robles, Marco***; Villagra, Nuria; and Fresneda, Jorge (2015), "Finding the right blend: Measuring consumer preferences for open source software versus commercial software goods," VII Conference of the Latin-American Journal of Social Communication 2015.
- **Robles, Marco*; Villagra, Nuria***; and Fresneda, Jorge (2014), "The Reputation and Brand Management: Challenges and Trends in Communication," VI Conference of the Latin-American Journal of Social Communication 2014.
- **Robles, Marco***; Fresneda, Jorge; and Christopher Toyberg-Frandzen (2013), "Impact of the Territorial Built Culture on Press Media over the Regions' Brand Reputation," Navarra (Spain), EBEN Research Conference.
- **Robles, Marco*** and Fresneda, Jorge (2013), "Assessment of Place Brand Reputation upon Regional Built Culture within Press Media," V Conference of the Latin-American Journal of Social Communication 2013.

(*: Conference Presenter)

PRESENTATIONS

- "Gazing at the Stars is not Enough, Look at the Words," Presentation to the Marketing Department at Drexel University, February 2016, Philadelphia, PA.
- "Gazing at the Stars is not Enough, Look at the Words," Presentation to the Management Department at Drexel University, January 2016, Philadelphia, PA.
- "Bayesian Analysis of Coupon Redemption Intention: The Role of Consumers' Individual Difference Variables," Research Day, Drexel University, May 2015, Philadelphia, PA.
- "CSR as an adaptive selling tool: Evidence from the automobile dealership industry," Research Day, Drexel University, April 2014, Philadelphia, PA. **Winner paper.**
- "Antecedents for Successful Key Account Management: An Integrative Framework," Research Day, Drexel University, April 2013, Philadelphia, PA.

RESEARCH IN PROGRESS (see appendix for abstract)

- Fresneda, Jorge and Gefen, David, "Words that Help: How Information in Online Consumer Reviews Varies across Search and Experience Product Categories" (target journal: **Journal of the Academy of Marketing Science**). Data collected and pre-test analyses implemented.

- Fresneda, Jorge and Gefen, David, “All that Glitters is not Gold: Identifying and Extracting Product Information from Online Consumer Reviews” (target journal: **Marketing Science**). Data collected and pre-test analyses implemented.
- Gefen, David and Fresneda, Jorge, “The Number One is not the Winner: Building Knowledge Schemas through Online Consumer Reviews” (target journal: **Journal of Interactive Marketing**). Data collected and analyses implemented.

ACADEMIC HONORS & AWARDS

- Dr. John J. Clark Outstanding PhD Behavioral Research Paper Award – LeBow College of Business 2016
- Honorable Mention in Research, Department of Marketing – LeBow College of Business 2016
- *Recipient*, Travel Subsidy Award, Office of Research – Drexel University 2016
- Best Graduate Business Research paper, Drexel University Research Day 2014
- *Recipient*, UNED- National University of Distance Education scholarship 2013
- *Recipient*, Avanza 2.0 Scholarship from the Industry, E&T Ministry of Spain 2012
- *Recipient*, Doctoral Assistantship, LeBow College of Business – Drexel University 2012-2017
- *Recipient*, EAE Business School scholarship for being in the top 10% 2009
- *Recipient*, Admirall Prodesfarma scholarship for chemistry researchers 2004
- *Recipient*, Repsol Quimica scholarship for chemistry researchers 2002

TEACHING INTERESTS

Marketing Research, Customer Analytics, Business Analytics, Marketing Strategy, Statistics, R Programming

TEACHING EXPERIENCE

Instructor

LeBow College of Business- Drexel University, Philadelphia

- *MKTG-326 Marketing Research*. Undergr. (3.75/4). Spring Quarter-2016
- *MKTG-326 Marketing Research*. Undergr. (3.36/4). Winter Quarter-2016
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (N/E). Spring Quarter-2015
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.76/4). Winter Quarter-2015
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.47/4). Winter Quarter-2015
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.65/4). Fall Quarter-2014
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.85/4). Spring Quarter-2014
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.65/4). Winter Quarter-2014
- *MKTG-301 Intr. to Marketing Management (recitation)*. Undergr. (3.61/4). Fall Quarter-2013

CESINE- University of Wales, Santander

- *0912- Direct Marketing and Promotions*. Undergr. (Online). Fall Semester-2012

Teaching Assistant

LeBow College of Business- Drexel University, Philadelphia

- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Fall Quarter-2016
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Winter Quarter-2016
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Fall Quarter-2015
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Winter Quarter-2015
- *MKTG-652 Marketing Information: Management and Research*. MBA. Fall Quarter-2014
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Winter Quarter-2014
- *MKTG-652 Marketing Information: Management and Research*. MBA. Winter Quarter-2014
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Fall Quarter-2013
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Spring Quarter-2013
- *MKTG-380 Seminar in Marketing Strategy*. Undergr. Winter Quarter-2013
- *MKTG-652 Marketing Information: Management and Research*. MBA. Winter Quarter-2013

INDUSTRY EXPERIENCE

- **Product Manager.** RyDESA Group, Madrid 2006- 2012
- **R&D Manager.** RyDESA Group, Madrid 2004-2006
- **Researcher.** University of Alcalá (UAH), Alcalá de Henares, Madrid 2002-2004

OTHER ACTIVITIES & SERVICE

- Reviewer at 2017 AMA Winter Marketing Educators Conference September- 2016
- Reviewer at 2016 AMS Annual Conference December- 2015
- Ad-Hoc Reviewer for the Journal of Product & Brand Management July-2015
- Ad-Hoc Reviewer for the Journal of Product & Brand Management June-2015
- Marketing Department Task Force: Marketing 301 course re-design 2014-2015
- Reviewer at 2015 AMA Winter Marketing Educators Conference August- 2014
- Judge at Miller Lite Tap the Future™ business plan competition May-2014
- Reviewer at 2014 Association of Collegiate Marketing Educator's Conference November-2013
- Reviewer at 2014 AMA Winter Marketing Educators Conference September- 2013
- Judge at Miller Lite Tap the Future™ business plan competition August-2013
- Reviewer at 41st ASAC Conference: Marketing Section February-2013
- Reviewer at 40th ASAC Conference: Marketing Section February-2012

PROFESSIONAL AFFILIATIONS

- Philly User Group Since April 2016
- R ← Gang: R Programming and Statistical Computing Since October 2015
- AMS member (*Academy of Marketing Science*) Since February 2015
- Faculty Row Since May 2014
- AMA member (*American Marketing Association- Philadelphia Chapter*) Since June 2011

DOCTORAL COURSEWORK

Marketing

- MKTG 920 Conceptual Foundation of Buyer Behavior Dr. Yanliu Huang
- MKTG 922 Seminar in the Development of Marketing Thought and Theory Dr. Bert Rosenbloom
- MKTG 926 Seminar in Strategic Marketing Planning Dr. Rolph Anderson
- MKTG 932 Seminar in the Development of Marketing Channels Systems Dr. Bert Rosenbloom
- MKTG 990 Seminar in Research Practice Dr. Hyokjin Kwak

Research Methods and Statistics

- Bayesian Hierarchical and Multi-level Models (The Institute for Statistics Education) Dr. Peter Congdon
- ECON 940 Econometrics I (Audited) Dr. Mark Stehr
- ECON 980 Game Theory Dr. Konstantinos Serfes
- MGMT 905 Advanced Research Methods Dr. Murugan Anandarajan
- MGMT 906 Foundations of Research in Behavioral Science Dr. Vadake K Narayanan
- MGMT 907 Research Analysis in Behavioral Sciences Dr. Christian Resick
- MIS 698 Advanced Programming in SAS (Audited) Dr. David Gefen
- MKTG 940 Multivariate Analysis II Dr. Rolph Anderson
- MKTG 964 (The Wharton School- UPenn) Empirical Models in Marketing Dr Eric Bradlow
- MKTG 990 Applied Regression and Multilevel Models Dr. George Knox
- PBHL 625 Longitudinal Data Analysis Dr. Zekarias Berhane
- PBHL 686 Advanced Statistical Computing in R Wei Zhao, MS
- PBHL 693 Applied Bayesian Analysis Dr. Loni Philip Tabb
- STAT 924 Multivariate Analysis I Dr. Jennifer Golek
- STAT 931 Statistics for Economics Dr. Thomas McWilliams
- STAT 932 Statistics for Behavioral Science Dr. Merrill W Liechty
- STAT 990 Multivariate Analysis III - SEM (Audited) Dr. David Gefen

Teaching

- International Teaching Assistant Program
- Teaching Effectiveness

Dr. Alexis Finger
Center for Teaching Excellence- LeBow Col. of Bus.

REFERENCES

David Gefen

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Rolph E. Anderson

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APPENDIX

“Three Essays on the Role of Information in Online Consumer Reviews”

Dissertation Chair: Dr. David Gefen

Dissertation Co-Chair: Dr. Rolph Anderson

Dissertation Committee: Dr. Trina Andras, Dr. Michaela Draganska, Dr. George Knox, Dr. Kai R. Larsen

Nowadays, Online Consumer Reviews (OCRs) are among of the most popular sources of pre-purchase information employed by potential customers. In e-commerce settings, previous research suggests that the lack of physical cues about products leads to a higher perception of risk (Gefen et al., 2008), which may increase the importance of OCRs as a means to gather information before the actual purchase.

The first two essays of my dissertation investigate how each element included in an individual OCR impacts its perceived helpfulness. These two essays extend the scope of their research across different levels of product novelty and across search and experience product categories. The third essay is intended to improve the process by which reviews are classified in regards to their information content. An improved classification of OCRs can be employed for Marketing Intelligence purposes and to develop better means to overcome information overload in e-commerce settings.

As one of its major contributions, my dissertation incorporates the analysis of the textual portion included in each OCR. This is one of very few works to do so, since the lack of appropriate methodologies has previously hampered the analysis of the textual content of OCRs (Chevalier & Mayzlin, 2006). In this regard, these three essays utilize as part of their methodology a natural language processing method called Latent Semantic Analysis (LSA), which allows for the automatic analysis of large amounts of text with minimal human intervention. This tool allows academics and marketers not only to analyze large amounts of data, but also to rule out potential bias resulting from the usage of human coders or raters.

Fresneda, Jorge and Gefen, David, "Gazing at the Stars Is not Enough, Look at the Word Construals Too" (target journal: Journal of Marketing Research)

Abstract: Online reviews affect purchase decisions by providing information posted online by previous consumers. Past research on review helpfulness focused on its numerical star ratings and on the number of words included in its textual portion. This study proposes also including the qualitative information in those reviews to achieve a more comprehensive understanding of the factors that impact review helpfulness. The paper does so by looking at novel versus established products. To enable this addition the study proposes a method to classify the words/terms in online reviews into low- and high-level construal words by applying Latent Semantic Analysis (LSA). Low-level construal terms are words dealing with the experience of other consumers. High-level construal terms are words dealing with characteristics and features of the product itself. Results show that for established products, numerical ratings, such as the number of stars, and low-level construal strongly increase review helpfulness. Adding high-level construal terms actually reduced helpfulness. For novel products, the number of stars, the number of previous assessments of review helpfulness, and the verification that the reviewer bought the product add to perceived helpfulness. That is not the case of high- and low-level construal types of information. Online consumers may lack the knowledge to evaluate what textual information is relevant for novel products. Both academics and practitioners can benefit from a more comprehensive understanding of what increases the perceived helpfulness of online product reviews.

Cohen, Alex H.; Fresneda, Jorge; and Anderson, Rolph E., "Transcendent Loyalty: Comparing Consumers' Love for their Favorite Brand and their Favorite Sports Team" (target journal: Journal of Marketing)

Abstract: In the extant literature, the concept of “Ultimate Loyalty” comprised of the consumer’s perception of the product as superior to alternatives, desirable, worthy of adoration, imbedded in a social structure, and continual support by the organization, was thought to create the highest level of consumer loyalty. However, we propose that there is another level of consumer loyalty beyond ultimate loyalty which we call “Transcendent Loyalty,” where many of the above components don’t need to exist, yet the loyalty cultivated may be much stronger and less susceptible to switching irrespective of the brand. In addition, Transcendent Loyalty is much more wide-spread than Oliver’s proposed ultimate loyalty for brands because it exists within the hearts and minds of millions of

professional and collegiate sports fans. Using the concept of “brand love” we validate Transcendent Loyalty by comparing consumers’ love for their favorite sports team against the love of their favorite brand, including what the team/brand may do to cause the consumer to switch loyalty to an alternative, or completely stop all involvement.

Moreover, we test this theory with normally sighted and vision impaired sport fans to show that even when the sport team engages in discriminatory behaviors toward the blind and visually-impaired population such as providing an inaccessible website unable to be used by this market segment, the disabled sport fans are not dissuaded from their loyalty. Social Identity and Identity Theory are used to explain this phenomenon. Current disability legislation and lawsuits are discussed, along with how firms who do not cultivate or create Transcendent Loyalty may be at continual risk of losing consumers. Finally, by illuminating the growing problem of accessibility within the online environment affecting over thirty million consumers in the U.S. –and estimating its economic impact through a Difference-in-Differences econometric model,– we aim to provoke discussion of the benefits of creating and providing a more inclusive marketplace.

Gefen David; Endicott, James; Fresneda, Jorge; Miller, Jacob; and Larsen, Kai R. “An Annotated Primer Tutorial of Text Mining with Latent Semantic Analysis in R.” Under Review at *Communications of the Association for Information Systems*.

Abstract: The objective of this tutorial is to introduce researchers in the behavioral sciences, and MIS in particular, to text mining as done with Latent Semantic Analysis (LSA). The tutorial contains hands-on, annotated code samples in R that walk the reader through a typical process of acquiring relevant texts; creating a semantic space out of them; and then projecting words, phrase, or documents onto that semantic space to calculate their lexical similarities. R is an open source, popular programming language with extensive statistical libraries. The tutorial introduces LSA as a concept and discusses the process of preparing the data. The tutorial proceeds to demonstrate this process through a sequence of annotated code examples, starting with a short annotated code example to ground the ideas. The tutorial continues with an applied code example that extracts lexical insight about trust based on analyzing *The Prince* by Niccolò Machiavelli. The tutorial concludes with a realistically large data analysis of *Stack Exchange*, a popular Q&A site for programmers, and that includes expanded code to enable the use of sparse SVD as needed on large corpora.

Robles, Marco; Fresneda, Jorge; and Villagra, Nuria, "The Challenge of Collaborative Actions for the Common Good on New Software Technologies." Under Review at *Business and Society Review*.

Abstract: Open source goods are software developments based on Internet collaborations that can be freely used, modified, and shared. These goods call for new business logic and a new perspective that contributes to the common good. Dramatic productivity increases and efficiencies are made through the collaboration of people on open source software products oftentimes in spontaneous ways via our increasing networked society. Collaboration and partnerships between the public and private sectors also contribute to these advances. Some unique conditions allowed for the emergence of these goods: the Internet and its associated networks; availability of time surpluses mainly in developed economies; market failures within the commercial software market; and the rise of a new mindset among software developers. Also, open source developments help to overcome the technological gap among countries and social groups while accelerating the growth of less privileged nations.

Our study reveals how open source is developing a rather more cooperative and fair form of production in the software market.

Fresneda, Jorge and Gefen, David, "Words that Help: How Information in Online Consumer Reviews Varies across Search and Experience Product Categories" (target journal: Journal of the Academy of Marketing Science)

Abstract: This research takes an initial step in addressing what type of information, from the individual OCR level, impacts the helpfulness assessment of OCRs across different product categories, specifically to search and experience products. To the best of our knowledge, a holistic approach to the role of these informational elements is missing in current literature. In order to implement this study, a dataset consisting of 82.83 million deduplicated OCRs, divided into 70 different categories will be employed. Thanks to the text analysis capabilities of

Latent Semantic Analysis (LSA), this research will additionally address how the messages narrating the product experience –low-level construals– vary across search and experience products categories.

Practitioners may benefit also from this research. As previous literature suggests, helpful OCRs positively impact sales (e.g., Chen et al., 2008), and highlighting the specific elements that increase the perceived helpfulness across different product categories could lead to important increases in revenues. Additionally, ‘helpful’ online reviews potentially offer greater value to customers, constituting a differentiation tool for marketers (Mudambi & Schuff, 2010).

Fresneda, Jorge and Gefen, David, “All that Glitters is not Gold: Identifying and Extracting Product Information from Online Consumer Reviews” (target journal: Marketing Science)

Abstract: Due to the fact that customers cannot touch or test products before purchasing, e-retailers acknowledge the importance of OCRs for selling products online. But the existing literature put into question the accuracy and validity of the information posted on OCR platforms as reflecting the actual product experience. As an illustration of this, Wan and Nakayama (2014) and Li and Hitt (2008) find that for those reviews labeled as the “most helpful,” the helpfulness ratings are exaggerated and noticeably higher than the evaluations of OCRs collected from a random population.

The objective of this research is to propose an alternative approach to the assessed helpfulness to evaluate how much information an individual OCR conveys. Specifically, this study will try to answer two related research questions: First, can product information be identified as an independent element derived from the different informational elements included in OCRs? And second, if so, how can be identified and extracted?

There are several reasons to improve the process of OCR helpfulness evaluation in addition to building trust in OCRs as conveying valid information to make purchase decisions (1) high quality information derived from OCRs can be used in product development or improvement processes (Decker & Trusov, 2010); (2) better information could lead to better ways to overcome information overload (e.g., Filieri, 2015; Wan & Nakayama, 2014); (3) as major source of Business Intelligence, high quality information can help managers and marketers understand customers’ concerns and interests better (Chung & Tseng, 2012); and (4) as previous research suggests, every OCR posting might have an intrinsic economic value (Wu et al., 2015), higher for “truly” helpful reviews.

Gefen, David and Fresneda, Jorge, “The Number One is not the Winner: Building Knowledge Schemas through Online Consumer Reviews” (target journal: Journal of Interactive Marketing)

Abstract: From the viewpoint of helping behavior, supplying pertinent information through Online Consumer Reviews (OCRs) can be viewed as a helping act from others (Callero, Howard, & Piliavin, 1987). As a result, potential consumers reading OCRs perceive them as a testimonial of the review writer’s willingness to help, his or her commitment, and reciprocity to other writers helping deeds (Wasko & Faraj, 2005). But the overwhelming amount of reviews available on very popular sites puts into question the feasibility of this helping behavior. MIS literature suggests a “first-mover” advantage, meaning that the earlier a review is posted, the more likely it will be evaluated on its perceived helpfulness (Liu et al., 2007).

The results from the analyses of more than 50,000 reviews from two different product categories add important nuances to the existing literature. The results of this study suggest that a minimum number of reviews are needed, as an information background, to evaluate the helpfulness of subsequent reviews. This is consistent with Consumer Behavior theory, since OCR users may be building knowledge structures about products before being able to evaluate the helpfulness of later OCRs (Hawkins & Mothersbaugh, 2010). Furthermore, these findings hold regardless of the quality and quantity of information contained on those OCRs. Implications for both academics and practitioners will be discussed.