

# Leslier Valenzuela-Fernández

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12142754/publications.pdf>

Version: 2024-02-01

7  
papers

462  
citations

1937685  
4  
h-index

1872680  
6  
g-index

7  
all docs

7  
docs citations

7  
times ranked

397  
citing authors

#	ARTICLE	IF	CITATIONS
1	Fifty years of the <i>European Journal of Marketing</i>: a bibliometric analysis. <i>European Journal of Marketing</i> , 2018, 52, 439-468.	2.9	361
2	A Bibliometric Analysis of the First 25 Years of the <i>Journal of Business-to-Business Marketing</i>. <i>Journal of Business-to-Business Marketing</i> , 2019, 26, 75-94.	1.5	62
3	Research Trends of Marketing: A Bibliometric Study 1990â€“2017. <i>Journal of Promotion Management</i> , 2020, 26, 674-703.	3.4	26
4	Universidades influyentes en investigaciÃ³n sobre orientaciÃ³n al mercado. Una visiÃ³n general entre 1990 y 2014. <i>Estudios Gerenciales</i> , 2017, 33, 221-227.	0.5	5
5	The most influential countries in market orientation. <i>International Journal of Engineering Business Management</i> , 2018, 10, 184797901775148.	3.7	4
6	Mapping retailing research with bibliometric indicators. <i>Journal of Promotion Management</i> , 2019, 25, 664-680.	3.4	4
7	Mapping the most competitive journals in advertising research. A bibliometric analysis in a 25-year period. <i>Journal of Global Scholars of Marketing Science</i> , 2023, 33, 349-381.	2.0	0