

# 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 | 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         |
| 2 | Research Trends of Marketing: A Bibliometric Study 1990â€“2017. <i>Journal of Promotion Management</i> , 2020, 26, 674-703.   | 3.4 | 26        |
| 3 | Mapping retailing research with bibliometric indicators. <i>Journal of Promotion Management</i> , 2019, 25, 664-680.  | 3.4 | 4         |
| 4 | 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        |
| 5 | 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       |
| 6 | The most influential countries in market orientation. <i>International Journal of Engineering Business Management</i> , 2018, 10, 184797901775148.                                      | 3.7 | 4         |
| 7 | 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         |