

# Inmaculada Galvn-Snchez

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1216271/publications.pdf>

Version: 2024-02-01

10  
papers

134  
citations

1684188

5  
h-index

1474206

9  
g-index

10  
all docs

10  
docs citations

10  
times ranked

154  
citing authors

#	ARTICLE	IF	CITATIONS
1	A configuration-holistic approach to born-global firms'™ strategy formation process. <i>European Management Journal</i> , 2010, 28, 108-123.	5.1	64
2	Applying artificial intelligence to explore sexual cyberbullying behaviour. <i>Heliyon</i> , 2020, 6, e03218.	3.2	19
3	Valoración de la competencia de comunicación oral de estudiantes universitarios a través de una rúbrica fiable y válida. <i>Revista Brasileira De Educacao</i> , 2016, 21, 39-60.	0.4	16
4	Building successful franchise partnerships: the importance of communication and trust. <i>Management Decision</i> , 2018, 56, 1051-1064.	3.9	14
5	Assessing oral presentation skills in Electrical Engineering: Developing a valid and reliable rubric. <i>International Journal of Electrical Engineering and Education</i> , 2017, 54, 17-34.	0.8	10
6	Do self-efficacy, incentives and confidence in public speaking influence how students self-assess? <i>Influyen la autoeficacia, los incentivos y la confianza para hablar en público en cómo se autoevalúan los estudiantes?</i> <i>Cultura Y Educación</i> , 2018, 30, 528-555.	0.6	4
7	MODELO EXPLICATIVO DEL COMPORTAMIENTO DE LOS JÓVENES ANTE EL BOTELLÓN Y EL CANNABIS DESDE LA PERSPECTIVA DEL MARKETING SOCIAL. <i>Revista Española De Investigación De Marketing ESIC</i> , 2012, 16, 87-111.	0.7	2
8	A model of attitudes, beliefs, emotions and values to explain the Spanish youth street binge drinking phenomena. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 181-197.	2.0	2
9	Training as an internal marketing tool within the franchise system. <i>Journal of Service Theory and Practice</i> , 2021, 31, 396-422.	3.2	2
10	La cooperación tecnológica universidad-empresa: el rol de la comunicación. <i>Journal of Technology Management and Innovation</i> , 2017, 12, 67-77.	0.7	1