

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 | 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 |
| 2 | Applying artificial intelligence to explore sexual cyberbullying behaviour. <i>Heliyon</i> , 2020, 6, e03218. | 3.2 | 19 |
| 3 | Building successful franchise partnerships: the importance of communication and trust. <i>Management Decision</i> , 2018, 56, 1051-1064. | 3.9 | 14 |
| 4 | 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 |
| 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 | 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 |
| 7 | 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 |
| 8 | 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 |
| 9 | 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 |
| 10 | A configuration-holistic approach to born-global firms' strategy formation process. <i>European Management Journal</i> , 2010, 28, 108-123. | 5.1 | 64 |