

# Diego Monferrer Tirado

## List of Publications by Year in descending order

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Version: 2024-02-01

36  
papers

688  
citations

686830

13  
h-index

610482

24  
g-index

37  
all docs

37  
docs citations

37  
times ranked

573  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consequences of customer engagement and customer self-brand connection. <i>Journal of Services Marketing</i> , 2018, 32, 387-399.	1.7	124
2	Factors enhancing the choice of higher resource commitment entry modes in international new ventures. <i>International Business Review</i> , 2012, 21, 648-666.	2.6	95
3	Born globals through knowledge-based dynamic capabilities and network market orientation. <i>BRQ Business Research Quarterly</i> , 2015, 18, 18-36.	2.2	64
4	Service quality in bank during an economic crisis. <i>International Journal of Bank Marketing</i> , 2016, 34, 235-259.	3.6	45
5	Customer engagement, non-transactional behaviors and experience in services. <i>International Journal of Bank Marketing</i> , 2019, 37, 730-754.	3.6	41
6	Increasing customer loyalty through customer engagement in the retail banking industry. <i>Spanish Journal of Marketing - ESIC</i> , 2019, 23, 461-484.	2.7	40
7	The effect of early international commitment on international positional advantages in Spanish and Belgian international new ventures. <i>Journal of International Entrepreneurship</i> , 2008, 6, 168-187.	1.8	29
8	Does Emotional Intelligence Influence Academic Performance? The Role of Compassion and Engagement in Education for Sustainable Development. <i>Sustainability</i> , 2021, 13, 1721.	1.6	28
9	Environmental Sustainability and the Hospitality Customer Experience: A Study in Tourist Accommodation. <i>Sustainability</i> , 2019, 11, 5279.	1.6	25
10	Improving relationship quality during the crisis. <i>Service Industries Journal</i> , 2020, 40, 268-289.	5.0	22
11	Ambidexterity as a Key Factor in Banks' Performance: A Marketing Approach. <i>Journal of Marketing Theory and Practice</i> , 2019, 27, 227-250.	2.6	21
12	CSR marketing outcomes and branch managers' perceptions of CSR. <i>International Journal of Bank Marketing</i> , 2019, 38, 63-85.	3.6	19
13	Fundamentos del marketing. , 0, , .		19
14	Catching dynamic capabilities through market-oriented networks. <i>European Journal of International Management</i> , 2015, 9, 384.	0.1	16
15	Network market and entrepreneurial orientations as facilitators of international performance in born globals. The mediating role of ambidextrous dynamic capabilities. <i>Journal of Business Research</i> , 2021, 137, 430-443.	5.8	16
16	Network market orientation as a relational governance mechanism to public-private partnerships. <i>Journal of Business Research</i> , 2020, 121, 268-282.	5.8	13
17	Service quality in a post-crisis context: emotional effects and behaviours. <i>International Journal of Bank Marketing</i> , 2019, 38, 175-198.	3.6	10
18	ORIENTACIÓN AL MERCADO DE LA RED Y CAPACIDADES DINÁMICAS DE ABSORCIÓN E INNOVACIÓN COMO DETERMINANTES DEL RESULTADO INTERNACIONAL DE LAS NUEVAS EMPRESAS INTERNACIONALES. <i>Revista Española De Investigación De Marketing ESIC</i> , 2013, 17, 29-52.	0.7	8

#	ARTICLE	IF	CITATIONS
19	El Aprendizaje Cooperativo y las Habilidades Socio-Emocionales: Una Experiencia Docente en la Asignatura Técnicas de Ventas. Formacion Universitaria, 2016, 9, 43-62.	0.2	8
20	Does Mindfulness Influence Academic Performance? The Role of Resilience in Education for Sustainable Development. Sustainability, 2022, 14, 4251.	1.6	8
21	Effects of network market orientation on new ventures' international performance. International Journal of Business Environment, 2013, 5, 268.	0.2	7
22	Service Quality and Customer Loyalty in a Post-Crisis Context. Prediction-Oriented Modeling to Enhance the Particular Importance of a Social and Sustainable Approach. Sustainability, 2019, 11, 4930.	1.6	6
23	Younger and older trust in a crisis situation. International Journal of Bank Marketing, 2018, 36, 456-481.	3.6	5
24	Entity crisis, halo effect and loyalty. Cuadernos De Gestion, 2019, 20, 155-180.	0.8	4
25	The Relation between Learning Styles according to the Whole Brain Model and Emotional Intelligence: A Study of University Students. Estudios Sobre Educacion, 0, 26, 85-111.	0.2	3
26	Destination Sustainability and Memorable Tourism Experiences. Sustainability, 2021, 13, 11996.	1.6	3
27	Marketing capabilities: do they matter in INVs?. World Review of Entrepreneurship, Management and Sustainable Development, 2010, 6, 71.	0.2	2
28	International Market Orientation and Management Capabilities as Determinants of the New Ventures' International Behaviour. Economics Research International, 2012, 2012, 1-14.	0.5	2
29	Network Market Orientation, Knowledge Management and Born Globals' Competitiveness. , 0, , .		2
30	Entrenamiento de la inteligencia emocional en el contexto de la formación en ventas = Training of emotional intelligence in the context of sales education. Revista Espanola De Orientacion Y Psicopedagogia, 2016, 27, 62.	0.0	1
31	The new ventures' international result. A relational view associated to network market orientation. Cuadernos De Gestion, 2016, 16, 93-118.	0.8	1
32	Estudio del Proceso de Fidelización del Consumidor Final. Revista Brasileira De Marketing, 2013, 12, 108-127.	0.1	0
33	El juego como metodología para el aprendizaje cooperativo de las ventas. Redmarka Revista De Marketing Aplicado, 2019, 1, 115-133.	0.1	0
34	El trabajo cooperativo en base al modelo del cerebro total: una experiencia docente. Redmarka Revista De Marketing Aplicado, 2019, 1, 87-112.	0.1	0
35	Attitudes Towards Ads and Age. A Study in Seniors. Revista Brasileira De Marketing, 2014, 13, 01-16.	0.1	0
36	LEARNING TO BE PRESENT: A PILOT STUDY ON THE IMPACT OF MINDFULNESS TRAINING ON EMOTIONAL INTELLIGENCE AND RESILIENCE. , 2016, , .		0