

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
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37
all docs

37
docs citations

37
times ranked

573
citing authors

#	ARTICLE	IF	CITATIONS
1	Does Mindfulness Influence Academic Performance? The Role of Resilience in Education for Sustainable Development. Sustainability, 2022, 14, 4251.	1.6	8
2	Does Emotional Intelligence Influence Academic Performance? The Role of Compassion and Engagement in Education for Sustainable Development. Sustainability, 2021, 13, 1721.	1.6	28
3	Network market and entrepreneurial orientations as facilitators of international performance in born globals. The mediating role of ambidextrous dynamic capabilities. Journal of Business Research, 2021, 137, 430-443.	5.8	16
4	Destination Sustainability and Memorable Tourism Experiences. Sustainability, 2021, 13, 11996.	1.6	3
5	Improving relationship quality during the crisis. Service Industries Journal, 2020, 40, 268-289.	5.0	22
6	Network market orientation as a relational governance mechanism to public-private partnerships. Journal of Business Research, 2020, 121, 268-282.	5.8	13
7	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
8	Environmental Sustainability and the Hospitality Customer Experience: A Study in Tourist Accommodation. Sustainability, 2019, 11, 5279.	1.6	25
9	Ambidexterity as a Key Factor in Banks' Performance: A Marketing Approach. Journal of Marketing Theory and Practice, 2019, 27, 227-250.	2.6	21
10	Customer engagement, non-transactional behaviors and experience in services. International Journal of Bank Marketing, 2019, 37, 730-754.	3.6	41
11	Service quality in a post-crisis context: emotional effects and behaviours. International Journal of Bank Marketing, 2019, 38, 175-198.	3.6	10
12	CSR marketing outcomes and branch managers' perceptions of CSR. International Journal of Bank Marketing, 2019, 38, 63-85.	3.6	19
13	Increasing customer loyalty through customer engagement in the retail banking industry. Spanish Journal of Marketing - ESIC, 2019, 23, 461-484.	2.7	40
14	Entity crisis, halo effect and loyalty. Cuadernos De Gestion, 2019, 20, 155-180.	0.8	4
15	El juego como metodologÍa para el aprendizaje cooperativo de las ventas. Redmarka Revista De Marketing Aplicado, 2019, 1, 115-133.	0.1	0
16	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
17	Consequences of customer engagement and customer self-brand connection. Journal of Services Marketing, 2018, 32, 387-399.	1.7	124
18	Younger and older trust in a crisis situation. International Journal of Bank Marketing, 2018, 36, 456-481.	3.6	5

#	ARTICLE	IF	CITATIONS
19	Entrenamiento de la inteligencia emocional en el contexto de la formación en ventas = Training of emotional intelligence in the context of sales education. Revista Española De Orientación Y Psicopedagogía, 2016, 27, 62.	0.0	1
20	El Aprendizaje Cooperativo y las Habilidades Socio-Emocionales: Una Experiencia Docente en la Asignatura Técnicas de Ventas. Formación Universitaria, 2016, 9, 43-62.	0.2	8
21	Service quality in bank during an economic crisis. International Journal of Bank Marketing, 2016, 34, 235-259.	3.6	45
22	The new ventures' international result. A relational view associated to network market orientation. Cuadernos De Gestión, 2016, 16, 93-118.	0.8	1
23	LEARNING TO BE PRESENT: A PILOT STUDY ON THE IMPACT OF MINDFULNESS TRAINING ON EMOTIONAL INTELLIGENCE AND RESILIENCE. , 2016, , .		0
24	Catching dynamic capabilities through market-oriented networks. European Journal of International Management, 2015, 9, 384.	0.1	16
25	Born globals through knowledge-based dynamic capabilities and network market orientation. BRQ Business Research Quarterly, 2015, 18, 18-36.	2.2	64
26	Attitudes Towards Ads and Age. A Study in Seniors. Revista Brasileira De Marketing, 2014, 13, 01-16.	0.1	0
27	ORIENTACIÓN AL MERCADO DE LA RED Y CAPACIDADES DINÁMICAS DE ABSORCIÓN E INNOVACIÓN COMO DETERMINANTES DEL RESULTADO INTERNACIONAL DE LAS NUEVAS EMPRESAS INTERNACIONALES. Revista Española De Investigación De Marketing ESIC, 2013, 17, 29-52.	0.7	8
28	Effects of network market orientation on new ventures' international performance. International Journal of Business Environment, 2013, 5, 268.	0.2	7
29	Estudio del Proceso de Fidelización del Consumidor Final. Revista Brasileira De Marketing, 2013, 12, 108-127.	0.1	0
30	International Market Orientation and Management Capabilities as Determinants of the New Ventures' International Behaviour. Economics Research International, 2012, 2012, 1-14.	0.5	2
31	Factors enhancing the choice of higher resource commitment entry modes in international new ventures. International Business Review, 2012, 21, 648-666.	2.6	95
32	Marketing capabilities: do they matter in INVs?. World Review of Entrepreneurship, Management and Sustainable Development, 2010, 6, 71.	0.2	2
33	The effect of early international commitment on international positional advantages in Spanish and Belgian international new ventures. Journal of International Entrepreneurship, 2008, 6, 168-187.	1.8	29
34	Network Market Orientation, Knowledge Management and Born Globals' Competitiveness. , 0, , .		2
35	The Relation between Learning Styles according to the Whole Brain Model and Emotional Intelligence: A Study of University Students. Estudios Sobre Educación, 0, 26, 85-111.	0.2	3
36	Fundamentos del marketing. , 0, , .		19