

MarÃa Leticia Santos-Vijande

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1447339/publications.pdf>

Version: 2024-02-01

37
papers

2,059
citations

304602

22
h-index

315616

38
g-index

42
all docs

42
docs citations

42
times ranked

1527
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of novel instruments of brand communication and brand image in building consumers' brand preference and intention to visit wineries. <i>Current Psychology</i> , 2023, 42, 12711-12727.	1.7	16
2	Motivations, self-congruity and restaurant innovativeness as antecedents of a creative-food tourism experience: the moderating effect of first-time and repeat tourists. <i>British Food Journal</i> , 2022, 124, 406-429.	1.6	11
3	Key capabilities for frugal innovation in developed economies: insights into the current transition towards sustainability. <i>Sustainability Science</i> , 2022, 17, 191-207.	2.5	7
4	Building user engagement to mhealth apps from a learning perspective: Relationships among functional, emotional and social drivers of user value. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102956.	5.3	22
5	Role of innovation and architectural marketing capabilities in channelling entrepreneurship into performance. <i>Journal of Innovation & Knowledge</i> , 2022, 7, 100174.	7.3	28
6	Service innovation management in a modern economy: Insights on the interplay between firms' innovative culture and project-level success factors. <i>Technological Forecasting and Social Change</i> , 2021, 165, 120562.	6.2	23
7	Key drivers of innovation capability in hotels: implications on performance. <i>International Journal of Hospitality Management</i> , 2021, 94, 102825.	5.3	22
8	Harnessing innovation success in hotels: the interplay among key drivers of new service performance. <i>International Journal of Contemporary Hospitality Management</i> , 2020, 32, 2757-2776.	5.3	21
9	Co-creation with clients of hotel services: the moderating role of top management support. <i>Current Issues in Tourism</i> , 2018, 21, 301-327.	4.6	43
10	Language tourism: The drivers that determine destination choice intention among U.S. students. <i>Tourism Management Perspectives</i> , 2018, 27, 125-135.	3.2	23
11	Frontline employees' collaboration in industrial service innovation: routes of co-creation's effects on new service performance. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 350-375.	7.2	95
12	How Value Creation and Relationship Quality Coalignment Affects a Firm's Performance: An Empirical Analysis. <i>Journal of Marketing Channels</i> , 2015, 22, 214-230.	0.4	5
13	Implementation of ISO-22000 in Spain: obstacles and key benefits. <i>British Food Journal</i> , 2014, 116, 1581-1599.	1.6	32
14	Reasons and constraints to implementing an ISO 22000 food safety management system: Evidence from Spain. <i>Food Control</i> , 2014, 40, 50-57.	2.8	70
15	An assessment of innovativeness in KIBS: implications on KIBS' co-creation culture, innovation capability, and performance. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 86-102.	1.8	85
16	The brand management system and service firm competitiveness. <i>Journal of Business Research</i> , 2013, 66, 148-157.	5.8	110
17	INNOVACIÓN DE SERVICIO Y CO-CREACIÓN CON LOS CLIENTES DE LA EMPRESA: EFECTOS SOBRE LOS RESULTADOS. <i>Revista Española De Investigación De Marketing ESIC</i> , 2013, 17, 79-102.	0.7	11
18	An integrated service recovery system (ISRS). <i>European Journal of Marketing</i> , 2013, 47, 934-963.	1.7	42

#	ARTICLE	IF	CITATIONS
19	Organizational learning, innovation, and performance in KIBS. Journal of Management and Organization, 2012, 18, 870-904.	1.6	34
20	How organizational learning affects a firm's flexibility, competitive strategy, and performance. Journal of Business Research, 2012, 65, 1079-1089.	5.8	273
21	Trust as a moderator of the relationship between organizational learning and marketing capabilities: Evidence from Spanish SMEs. International Small Business Journal, 2012, 30, 700-726.	2.9	42
22	Value-creating functions, satisfaction and loyalty in business markets: a categorical variable approach using a robust methodology under structural equation modeling. Quality and Quantity, 2012, 46, 777-794.	2.0	6
23	Organizational learning, innovation, and performance in KIBS. Journal of Management and Organization, 2012, 18, 870-904.	1.6	33
24	Internal marketing as a driver of market orientation and co-creation culture in the tourism sector. African Journal of Business Management, 2012, 6, .	0.4	2
25	The effects of manufacturer's organizational learning on distributor satisfaction and loyalty in industrial markets. Industrial Marketing Management, 2011, 40, 624-635.	3.7	39
26	Organisational learning and value creation in business markets. European Journal of Marketing, 2010, 44, 1612-1641.	1.7	42
27	The Impact of Relational Variables on Value Creation in Buyer-Seller Business Relationships. Journal of Business-to-Business Marketing, 2010, 17, 62-94.	0.8	25
28	TQM's contribution to marketing implementation and firm's competitiveness. Total Quality Management and Business Excellence, 2009, 20, 171-196.	2.4	42
29	LA INFLUENCIA DE LA CONFIANZA Y EL COMPROMISO SOBRE LAS FUNCIONES CREADORAS DE VALOR EN LAS RELACIONES COMERCIALES ENTRE EMPRESAS. Investigaciones Europeas De Dirección Y Economía De La Empresa, 2008, 14, 177-196.	0.6	0
30	The effect of a buyer's market orientation on attitudinal loyalty toward a supplier: is dependence a moderator?. Supply Chain Management, 2007, 12, 267-283.	3.7	30
31	Innovativeness and organizational innovation in total quality oriented firms: The moderating role of market turbulence. Technovation, 2007, 27, 514-532.	4.2	259
32	Organizational learning and market orientation: interface and effects on performance. Industrial Marketing Management, 2005, 34, 187-202.	3.7	164
33	Effects of market orientation on business strategic behaviour. Journal of Strategic Marketing, 2005, 13, 17-42.	3.7	28
34	The effect of market orientation on buyer-seller relationship satisfaction. Industrial Marketing Management, 2003, 32, 327-345.	3.7	244
35	The market orientation concept in the private nonprofit organisation domain. International Journal of Nonprofit and Voluntary Sector Marketing, 2002, 7, 55-67.	0.5	102
36	ORGANIZATIONAL LEARNING, INNOVATION, AND PERFORMANCE IN KIBS. Journal of Management and Organization, 0, , 1390-1447.	1.6	0

#	ARTICLE	IF	CITATIONS
37	Dirección estratégica urbana, city marketing, gestión de calidad total y desarrollo económico local. Enfoque metodológico. Urbe, 0, 11, .	0.3	2