

Mara Leticia Santos-Vijande

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

38

papers

1,485

citations

20

h-index

38

g-index

42

ext. papers

1,735

ext. citations

4.8

avg, IF

4.88

L-index

#	Paper	IF	Citations
38	The effect of market orientation on buyer-seller relationship satisfaction. <i>Industrial Marketing Management</i> , 2003 , 32, 327-345	6.9	199
37	How organizational learning affects a firm's flexibility, competitive strategy, and performance. <i>Journal of Business Research</i> , 2012 , 65, 1079-1089	8.7	192
36	Innovativeness and organizational innovation in total quality oriented firms: The moderating role of market turbulence. <i>Technovation</i> , 2007 , 27, 514-532	7.9	184
35	Organizational learning and market orientation: interface and effects on performance. <i>Industrial Marketing Management</i> , 2005 , 34, 187-202	6.9	130
34	The market orientation concept in the private nonprofit organisation domain. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2002 , 7, 55-67	0.6	86
33	The brand management system and service firm competitiveness. <i>Journal of Business Research</i> , 2013 , 66, 148-157	8.7	79
32	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	12.4	72
31	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	3	65
30	Reasons and constraints to implementing an ISO 22000 food safety management system: Evidence from Spain. <i>Food Control</i> , 2014 , 40, 50-57	6.2	59
29	An integrated service recovery system (ISRS). <i>European Journal of Marketing</i> , 2013 , 47, 934-963	4.4	39
28	The effects of manufacturer's organizational learning on distributor satisfaction and loyalty in industrial markets. <i>Industrial Marketing Management</i> , 2011 , 40, 624-635	6.9	34
27	TQM's contribution to marketing implementation and firm's competitiveness. <i>Total Quality Management and Business Excellence</i> , 2009 , 20, 171-196	2.7	33
26	Trust as a moderator of the relationship between organizational learning and marketing capabilities: Evidence from Spanish SMEs. <i>International Small Business Journal</i> , 2012 , 30, 700-726	5.5	32
25	Organizational learning, innovation, and performance in KIBS. <i>Journal of Management and Organization</i> , 2012 , 18, 870-904	1.7	31
24	Organisational learning and value creation in business markets. <i>European Journal of Marketing</i> , 2010 , 44, 1612-1641	4.4	31
23	Co-creation with clients of hotel services: the moderating role of top management support. <i>Current Issues in Tourism</i> , 2018 , 21, 301-327	5.8	27
22	The effect of a buyer's market orientation on attitudinal loyalty toward a supplier: is dependence a moderator?. <i>Supply Chain Management</i> , 2007 , 12, 267-283	10	25

21	The Impact of Relational Variables on Value Creation in Buyer-Seller Business Relationships. <i>Journal of Business-to-Business Marketing</i> , 2010 , 17, 62-94	2.3	23
20	Effects of market orientation on business strategic behaviour. <i>Journal of Strategic Marketing</i> , 2005 , 13, 17-42	2.7	23
19	Implementation of ISO-22000 in Spain: obstacles and key benefits. <i>British Food Journal</i> , 2014 , 116, 1581-1599	1.5	22
18	Organizational learning, innovation, and performance in KIBS. <i>Journal of Management and Organization</i> , 2012 , 18, 870-904	1.7	19
17	Language tourism: The drivers that determine destination choice intention among U.S. students. <i>Tourism Management Perspectives</i> , 2018 , 27, 125-135	5.8	14
16	Efectos de la Gestión de Calidad Total en la transformación en la Innovación Tecnológica y Administrativa. <i>Cuadernos De Economía Y Dirección De La Empresa</i> , 2008 , 11, 33-65		13
15	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	7.5	12
14	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		6
13	Aplicación de la Lógica Dominante del servicio (LDS) en el sector turístico: el marketing interno como antecedente de la cultura de co-creación de innovaciones con clientes y empleados. <i>Cuadernos De Gestion</i> , 2011 , 11, 0238-0238	1.5	6
12	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	9.5	6
11	Key drivers of innovation capability in hotels: implications on performance. <i>International Journal of Hospitality Management</i> , 2021 , 94, 102825	8.3	6
10	Value-creating functions, satisfaction and loyalty in business markets: a categorical variable approach using a robust methodology under structural equation modeling. <i>Quality and Quantity</i> , 2012 , 46, 777-794	2.4	4
9	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	3
8	Aprendizaje organizativo y creación de valor en las relaciones fabricante-distribuidor. <i>Cuadernos De Economía Y Dirección De La Empresa</i> , 2010 , 13, 35-74		2
7	Key capabilities for frugal innovation in developed economies: insights into the current transition towards sustainability.. <i>Sustainability Science</i> , 2022 , 17, 1-17	6.4	2
6	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> , 2022 , 1-17	1.4	2
5	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	8.5	2
4	Internal marketing as a driver of market orientation and co-creation culture in the tourism sector. <i>African Journal of Business Management</i> , 2012 , 6,	0.5	2

- 3 Role of innovation and architectural marketing capabilities in channelling entrepreneurship into performance. *Journal of Innovation & Knowledge*, **2022**, 7, 100174 7.7 ○
- 2 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
- 1 ORGANIZATIONAL LEARNING, INNOVATION, AND PERFORMANCE IN KIBS. *Journal of Management and Organization*, 1390-1447 1.7