

Mara Leticia Santos-Vijande

List of Publications by Year in Descending Order

Source: <https://exaly.com/author-pdf/1447339/maria-leticia-santos-vijande-publications-by-year.pdf>

Version: 2024-04-27

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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	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
37	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
36	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
35	Role of innovation and architectural marketing capabilities in channelling entrepreneurship into performance. <i>Journal of Innovation & Knowledge</i> , 2022 , 7, 100174	7.7	0
34	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
33	Key drivers of innovation capability in hotels: implications on performance. <i>International Journal of Hospitality Management</i> , 2021 , 94, 102825	8.3	6
32	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
31	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
30	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
29	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
28	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
27	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
26	Implementation of ISO-22000 in Spain: obstacles and key benefits. <i>British Food Journal</i> , 2014 , 116, 1581-1599	15.99	22
25	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
24	The brand management system and service firm competitiveness. <i>Journal of Business Research</i> , 2013 , 66, 148-157	8.7	79
23	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
22	An integrated service recovery system (ISRS). <i>European Journal of Marketing</i> , 2013 , 47, 934-963	4.4	39

21	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
20	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
19	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
18	Organizational learning, innovation, and performance in KIBS. <i>Journal of Management and Organization</i> , 2012 , 18, 870-904	1.7	31
17	Organizational learning, innovation, and performance in KIBS. <i>Journal of Management and Organization</i> , 2012 , 18, 870-904	1.7	19
16	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
15	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
14	Aplicaci3n de la L3gica Dominante del servicio (LDS) en el sector tur3stico: el marketing interno como antecedente de la cultura de co-creaci3n de innovaciones con clientes y empleados. <i>Cuadernos De Gestion</i> , 2011 , 11, 0238-0238	1.5	6
13	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
12	Organisational learning and value creation in business markets. <i>European Journal of Marketing</i> , 2010 , 44, 1612-1641	4.4	31
11	Aprendizaje organizativo y creaci3n de valor en las relaciones fabricante-distribuidor. <i>Cuadernos De Econom3a Y Direcci3n De La Empresa</i> , 2010 , 13, 35-74		2
10	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
9	Efectos de la Gest3n de Calidad Total en la transformaci3n en la Innovaci3n Tecnol3gica y Administrativa. <i>Cuadernos De Econom3a Y Direcci3n De La Empresa</i> , 2008 , 11, 33-65		13
8	LA INFLUENCIA DE LA CONFIANZA Y EL COMPROMISO SOBRE LAS FUNCIONES CREADORAS DE VALOR EN LAS RELACIONES COMERCIALES ENTRE EMPRESAS. <i>Investigaciones Europeas De Direcci3n Y Econom3a De La Empresa</i> , 2008 , 14, 177-196		
7	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
6	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
5	Effects of market orientation on business strategic behaviour. <i>Journal of Strategic Marketing</i> , 2005 , 13, 17-42	2.7	23
4	Organizational learning and market orientation: interface and effects on performance. <i>Industrial Marketing Management</i> , 2005 , 34, 187-202	6.9	130

3	The effect of market orientation on buyer-seller relationship satisfaction. <i>Industrial Marketing Management</i> , 2003 , 32, 327-345	6.9	199
2	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
1	ORGANIZATIONAL LEARNING, INNOVATION, AND PERFORMANCE IN KIBS. <i>Journal of Management and Organization</i> , 1390-1447	1.7	