

Sandra Maria Correia Loureiro

List of Publications by Year in descending order

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Version: 2024-02-01

193
papers

6,192
citations

87888

38
h-index

88630

70
g-index

199
all docs

199
docs citations

199
times ranked

3520
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|------|-----------|
| 1 | The role of the rural tourism experience economy in place attachment and behavioral intentions. <i>International Journal of Hospitality Management</i> , 2014, 40, 1-9. | 8.8 | 397 |
| 2 | 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. <i>Tourism Management</i> , 2020, 77, 104028. | 9.8 | 295 |
| 3 | I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. <i>Telematics and Informatics</i> , 2020, 54, 101473. | 5.8 | 286 |
| 4 | Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. <i>International Journal of Hospitality Management</i> , 2011, 30, 575-583. | 8.8 | 259 |
| 5 | The Importance of Quality, Satisfaction, Trust, and Image in Relation to Rural Tourist Loyalty. <i>Journal of Travel and Tourism Marketing</i> , 2008, 25, 117-136. | 7.0 | 212 |
| 6 | Understanding the use of Virtual Reality in Marketing: A text mining-based review. <i>Journal of Business Research</i> , 2019, 100, 514-530. | 10.2 | 188 |
| 7 | Brand emotional connection and loyalty. <i>Journal of Brand Management</i> , 2012, 20, 13-27. | 3.5 | 179 |
| 8 | Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. <i>International Journal of Hospitality Management</i> , 2019, 80, 78-90. | 8.8 | 175 |
| 9 | Calibrating 30 Years of Experimental Research: A Meta-Analysis of the Atmospheric Effects of Music, Scent, and Color. <i>Journal of Retailing</i> , 2017, 93, 228-240. | 6.2 | 172 |
| 10 | Artificial intelligence in business: State of the art and future research agenda. <i>Journal of Business Research</i> , 2021, 129, 911-926. | 10.2 | 164 |
| 11 | The influence of brand experience and service quality on customer engagement. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 50-59. | 9.4 | 145 |
| 12 | Exploring behavioural branding, brand love and brand co-creation. <i>Journal of Product and Brand Management</i> , 2016, 25, 516-526. | 4.3 | 136 |
| 13 | The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. <i>Journal of Travel and Tourism Marketing</i> , 2018, 35, 189-201. | 7.0 | 134 |
| 14 | Examining the role of wine brand love on brand loyalty: A multi-country comparison. <i>International Journal of Hospitality Management</i> , 2015, 49, 47-55. | 8.8 | 127 |
| 15 | The effect of atmospheric cues and involvement on pleasure and relaxation: The spa hotel context. <i>International Journal of Hospitality Management</i> , 2013, 35, 35-43. | 8.8 | 118 |
| 16 | Brand Coolness. <i>Journal of Marketing</i> , 2019, 83, 36-56. | 11.3 | 114 |
| 17 | The effect of corporate social responsibility on consumer satisfaction and perceived value: the case of the automobile industry sector in Portugal. <i>Journal of Cleaner Production</i> , 2012, 37, 172-178. | 9.3 | 113 |
| 18 | Differential effects of atmospheric cues on emotions and loyalty intention with respect to age under online/offline environment. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 211-219. | 9.4 | 103 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case study. <i>Journal of Business Research</i> , 2020, 119, 388-409. | 10.2 | 102 |
| 20 | Antecedents and outcomes of online brand engagement. <i>Online Information Review</i> , 2017, 41, 985-1005. | 3.2 | 93 |
| 21 | Consumer-based approach to customer engagement – The case of luxury brands. <i>Journal of Retailing and Consumer Services</i> , 2018, 43, 325-332. | 9.4 | 90 |
| 22 | Who needs delight?. <i>Journal of Service Management</i> , 2014, 25, 101-124. | 7.2 | 89 |
| 23 | Past, present, and future of pro-environmental behavior in tourism and hospitality: a text-mining approach. <i>Journal of Sustainable Tourism</i> , 2022, 30, 258-278. | 9.2 | 83 |
| 24 | Satisfying and Delighting the Rural Tourists. <i>Journal of Travel and Tourism Marketing</i> , 2010, 27, 396-408. | 7.0 | 82 |
| 25 | The growing complexity of customer engagement: a systematic review. <i>EuroMed Journal of Business</i> , 2020, 15, 167-203. | 3.2 | 72 |
| 26 | Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 147-171. | 8.2 | 71 |
| 27 | Luxury values and experience as drivers for consumers to recommend and pay more. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 394-400. | 9.4 | 69 |
| 28 | The Role of Website Quality on PAD, Attitude and Intentions to Visit and Recommend Island Destination. <i>International Journal of Tourism Research</i> , 2015, 17, 545-554. | 3.7 | 69 |
| 29 | Fashion brands on retail websites: Customer performance expectancy and e-word-of-mouth. <i>Journal of Retailing and Consumer Services</i> , 2018, 41, 131-141. | 9.4 | 68 |
| 30 | The effect of consumer-generated media stimuli on emotions and consumer brand engagement. <i>Journal of Product and Brand Management</i> , 2019, 29, 387-408. | 4.3 | 58 |
| 31 | Intentions to use and recommend to others. <i>Online Information Review</i> , 2014, 38, 186-208. | 3.2 | 51 |
| 32 | The role of website stimuli of experience on engagement and brand advocacy. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 204-222. | 3.8 | 50 |
| 33 | A consumer engagement systematic review: synthesis and research agenda. <i>Spanish Journal of Marketing - ESIC</i> , 2020, 24, 283-307. | 5.2 | 49 |
| 34 | Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102211. | 9.4 | 48 |
| 35 | Stand by me: analyzing the tourist’s intelligent voice assistant relationship quality. <i>International Journal of Contemporary Hospitality Management</i> , 2021, 33, 3840-3859. | 8.0 | 47 |
| 36 | An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 96-107. | 9.4 | 45 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 37 | How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro. <i>Anatolia</i> , 2019, 30, 497-512. | 2.4 | 45 |
| 38 | Explaining Love of Wine Brands. <i>Journal of Promotion Management</i> , 2012, 18, 329-343. | 3.4 | 43 |
| 39 | Place attachment and tourist engagement of major visitor attractions in Lisbon. <i>Tourism and Hospitality Research</i> , 2019, 19, 368-381. | 3.8 | 43 |
| 40 | THE EFFECT OF PERCEIVED BENEFITS, TRUST, QUALITY, BRAND AWARENESS/ASSOCIATIONS AND BRAND LOYALTY ON INTERNET BANKING BRAND EQUITY. <i>International Journal of Electronic Commerce Studies</i> , 2013, 4, 139-158. | 0.6 | 40 |
| 41 | Virtual Atmosphere: The Effect of Pleasure, Arousal, and Delight on Word-of-Mouth. <i>Journal of Promotion Management</i> , 2014, 20, 452-469. | 3.4 | 39 |
| 42 | Medical tourists' emotional and cognitive response to credibility and Servicescape. <i>Current Issues in Tourism</i> , 2017, 20, 1633-1652. | 7.2 | 39 |
| 43 | The effect of benign and malicious envies on desire to buy luxury fashion items. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101688. | 9.4 | 39 |
| 44 | How escapism leads to behavioral intention in a virtual reality store with background music?. <i>Journal of Business Research</i> , 2021, 134, 288-300. | 10.2 | 38 |
| 45 | Enhancing brand equity through emotions and experience: the banking sector. <i>International Journal of Bank Marketing</i> , 2018, 36, 868-883. | 6.4 | 37 |
| 46 | Travellers' mindsets and theory of planned behaviour. <i>Tourism Management Perspectives</i> , 2019, 30, 193-196. | 5.2 | 37 |
| 47 | The increasing dynamics between consumers, social groups and brands. <i>Qualitative Market Research</i> , 2012, 15, 404-419. | 1.5 | 35 |
| 48 | Engaging fashion consumers in social media: the case of luxury brands. <i>International Journal of Fashion Design, Technology and Education</i> , 2018, 11, 310-321. | 1.6 | 34 |
| 49 | How Corporate Social Responsibility Initiatives in Social Media Affect Awareness and Customer Engagement. <i>Journal of Promotion Management</i> , 2019, 25, 419-438. | 3.4 | 34 |
| 50 | Happiness with rural experience: Exploring the role of tourist mindfulness as a moderator. <i>Journal of Vacation Marketing</i> , 2019, 25, 279-300. | 4.3 | 34 |
| 51 | A passion for fashion. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 468-484. | 4.7 | 31 |
| 52 | Analysing Consumer-Brand Engagement Through Appreciative Listening on Social Network Platforms. <i>Journal of Promotion Management</i> , 2019, 25, 304-313. | 3.4 | 31 |
| 53 | Exploring the Determinants of Instagram as a Social Network for Online Consumer-Brand Relationship. <i>Journal of Promotion Management</i> , 2019, 25, 354-366. | 3.4 | 30 |
| 54 | Virtual reality and gamification in marketing higher education: a review and research agenda. <i>Spanish Journal of Marketing - ESIC</i> , 2021, 25, 179-216. | 5.2 | 30 |

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|----|---|------|-----------|
| 55 | Use numbers not words! Communicating hotels's cleaning programs for COVID-19 from the brand perspective. <i>International Journal of Hospitality Management</i> , 2021, 94, 102872. | 8.8 | 29 |
| 56 | Shaping a View on the Influence of Technologies on Sustainable Tourism. <i>Sustainability</i> , 2021, 13, 12691. | 3.2 | 29 |
| 57 | Wine prestige and experience in enhancing relationship quality and outcomes. <i>International Journal of Wine Business Research</i> , 2017, 29, 434-456. | 2.0 | 27 |
| 58 | The effect of corporate brand reputation on brand attachment and brand loyalty: Automobile sector. <i>Cogent Business and Management</i> , 2017, 4, 1360031. | 2.9 | 27 |
| 59 | Masstige strategies on social media: The influence on sentiments and attitude toward the brand. <i>International Journal of Consumer Studies</i> , 2022, 46, 1113-1126. | 11.6 | 27 |
| 60 | Fostering Online Relationships With Brands Through Websites and Social Media Brand Pages. <i>Journal of Promotion Management</i> , 2019, 25, 379-393. | 3.4 | 26 |
| 61 | Pressing the Buy Button. <i>Clothing and Textiles Research Journal</i> , 2016, 34, 163-178. | 3.4 | 25 |
| 62 | How Fashion Brands Engage on Social Media: A Netnography Approach. <i>Journal of Promotion Management</i> , 2019, 25, 367-378. | 3.4 | 25 |
| 63 | The Importance of Employees's Engagement on the Organizational Success. <i>Journal of Promotion Management</i> , 2019, 25, 328-336. | 3.4 | 25 |
| 64 | Effects of atmospherics on emotions and intention with respect to involvement in different shopping environments. <i>Journal of Global Scholars of Marketing Science</i> , 2013, 23, 435-459. | 2.0 | 24 |
| 65 | How Brand Authenticity and Consumer Brand Engagement Can Be Expressed in Reviews: A Text Mining Approach. <i>Journal of Promotion Management</i> , 2020, 26, 457-480. | 3.4 | 23 |
| 66 | Exploring how mindfulness may enhance perceived value of travel experience. <i>Service Industries Journal</i> , 2020, 40, 800-824. | 8.3 | 21 |
| 67 | The role of online brand community engagement on positive or negative self-expression word-of-mouth. <i>Cogent Business and Management</i> , 2018, 5, 1508543. | 2.9 | 20 |
| 68 | Service brand coolness in the construction of brand loyalty: A self-presentation theory approach. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102876. | 9.4 | 19 |
| 69 | An Examination of the Influence of Emotional Solidarity on Value Cocreation with International Muslim Travelers. <i>Journal of Travel Research</i> , 2022, 61, 1573-1598. | 9.0 | 18 |
| 70 | Brand Equity and Brand Loyalty in the Internet Banking Context: FIMIX-PLS Market Segmentation. <i>Journal of Service Science and Management</i> , 2011, 04, 476-485. | 0.5 | 17 |
| 71 | How brand personality, brand identification and service quality influence service brand equity. <i>Cogent Business and Management</i> , 2014, 1, 981329. | 2.9 | 17 |
| 72 | A new love-hate scale for sports fans. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 543-560. | 1.4 | 17 |

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|----|---|------|-----------|
| 73 | Using Social Networks Sites in the Purchasing Decision Process. International Journal of E-Business Research, 2014, 10, 18-35. | 1.0 | 16 |
| 74 | Relationship Between Companies and the Public on Facebook: The Portuguese and the Brazilian Context. Journal of Promotion Management, 2016, 22, 705-718. | 3.4 | 16 |
| 75 | The role of intrinsic in-flight cues in relationship quality and behavioural intentions: segmentation in less mindful and mindful passengers. Journal of Travel and Tourism Marketing, 2017, 34, 948-962. | 7.0 | 16 |
| 76 | Signalling effects on symbolic status and travellers' well-being in the luxury cruise industry. International Journal of Tourism Research, 2019, 21, 639-654. | 3.7 | 16 |
| 77 | Exploring the role of atmospheric cues and authentic pride on perceived authenticity assessment of museum visitors. International Journal of Tourism Research, 2019, 21, 413-426. | 3.7 | 16 |
| 78 | How augmented reality media richness influences consumer behaviour. International Journal of Consumer Studies, 2022, 46, 2351-2366. | 11.6 | 16 |
| 79 | Negative Film Plot and Tourists' Image and Intentions: The Case of <i>City of God</i>. Journal of Travel and Tourism Marketing, 2015, 32, 352-365. | 7.0 | 15 |
| 80 | Luxury values as drivers for affective commitment: The case of luxury car tribes. Cogent Business and Management, 2016, 3, 1171192. | 2.9 | 15 |
| 81 | Exploring the attractiveness of manufacturer brands and retailer own-brands in supermarket context. International Journal of Retail and Distribution Management, 2017, 45, 1095-1113. | 4.7 | 15 |
| 82 | Understanding the role of visual attention on wines' purchase intention: an eye-tracking study. International Journal of Wine Business Research, 2019, 32, 161-179. | 2.0 | 15 |
| 83 | The wow effect and behavioral intentions of tourists to astrotourism experiences: Mediating effects of satisfaction. International Journal of Tourism Research, 2022, 24, 362-375. | 3.7 | 15 |
| 84 | Advertising and country-of-origin images as sources of brand equity and the moderating role of brand typicality. Baltic Journal of Management, 2017, 12, 153-170. | 2.2 | 13 |
| 85 | Destination atmospheric cues as key influencers of tourists' word-of-mouth communication: tourist visitation at two Mediterranean capital cities. Tourism Recreation Research, 2021, 46, 85-108. | 4.9 | 13 |
| 86 | Smart Speaker Recommendations: Impact of Gender Congruence and Amount of Information on Users' Engagement and Choice. Frontiers in Psychology, 2021, 12, 659994. | 2.1 | 13 |
| 87 | Creating value for customers through engagement and participation in brand communities. International Journal of Business Performance Management, 2015, 16, 114. | 0.3 | 12 |
| 88 | Engaging visitors in cultural and recreational experience at museums. Anatolia, 2018, 29, 581-592. | 2.4 | 12 |
| 89 | Fans club brand relationship: football passion. International Journal of Business and Globalisation, 2014, 12, 82. | 0.2 | 11 |
| 90 | Tell What You Want but Do Not Irritate Me: A Senior Perspective About Advertising. Journal of Promotion Management, 2018, 24, 198-214. | 3.4 | 11 |

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| 91 | The Impact of Nostalgia and Probability Markers on the Effectiveness of Advertising Creative Strategies. Journal of Promotion Management, 2020, 26, 791-811. | 3.4 | 10 |
| 92 | Consumer-Brand Relationship. , 2013, , 414-434. | | 10 |
| 93 | Virtual Reality in the Motion Picture Industry: The Relationship among Movie Coolness, Sympathy, Empathy, and Word-of-Mouth. Journal of Promotion Management, 2022, 28, 144-159. | 3.4 | 10 |
| 94 | Luxury fashion consumption: a review, synthesis and research agenda. Spanish Journal of Marketing - ESIC, 2024, 28, 144-164. | 5.2 | 9 |
| 95 | Tourism destination competitiveness in SÃ£o TomÃ© and PrÃncipe. Anatolia, 2015, 26, 217-229. | 2.4 | 8 |
| 96 | How does the experience and destination authenticity influence â€œaffectâ€?. Anatolia, 2020, 31, 449-465. | 2.4 | 8 |
| 97 | Destinationâ€™s efforts and commitment towards recycling. Current Issues in Tourism, 2020, 23, 2637-2648. | 7.2 | 8 |
| 98 | Loving and Hating Brands. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 417-438. | 0.8 | 8 |
| 99 | Determinantes de la intenciÃ³n de uso de Facebook en el proceso de decisiÃ³n de compra. Investigaciones Europeas De DirecciÃ³n Y EconomÃa De La Empresa, 2015, 21, 26-34. | 0.6 | 7 |
| 100 | Mind, service quality, relationship with airlines. Journal of Strategic Marketing, 2023, 31, 212-234. | 5.5 | 7 |
| 101 | The Role of Creative Communications and Gamification in Student Engagement in Higher Education: A Sentiment Analysis Approach. Journal of Creative Communications, 2022, 17, 7-21. | 1.7 | 7 |
| 102 | Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. Journal of Travel Research, 2022, 61, 903-920. | 9.0 | 7 |
| 103 | Consumption, Anti-Consumption and Consumption Communities. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2014, , 510-536. | 0.8 | 7 |
| 104 | The Role of Personal Values and Personality Traits On Intention to Recommend a Destination. Tourism Analysis, 2021, 26, 349-361. | 0.9 | 7 |
| 105 | Exploring Tourism Studentsâ€™ Engagement through Telepresence, Pleasantness of the Experience and Memory: A Virtual Reality Approach. Journal of Promotion Management, 2022, 28, 669-685. | 3.4 | 7 |
| 106 | Transhumanism and Engagement-Facilitating Technologies in Society. Journal of Promotion Management, 2022, 28, 537-558. | 3.4 | 7 |
| 107 | Memorable tourism experience in the context of astrotourism. Anatolia, 2023, 34, 235-247. | 2.4 | 7 |
| 108 | I am feeling so good! Motivations for interacting in online brand communities. Journal of Research in Interactive Marketing, 2023, 17, 61-77. | 8.9 | 7 |

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|-----|--|-----|-----------|
| 109 | Analysing drivers and outcomes of job and professional satisfaction at health centres in Portugal. Benchmarking, 2019, 26, 1357-1375. | 4.6 | 6 |
| 110 | The effects of socio-political context on Tourism. EuroMed Journal of Business, 2019, 15, 22-38. | 3.2 | 6 |
| 111 | Museum coolness: creating the desire to revisit. Tourism Recreation Research, 2023, 48, 94-109. | 4.9 | 6 |
| 112 | THE ROLE OF WORD-OF-MOUTH AND CELEBRITY ENDORSEMENT IN ONLINE CONSUMER-BRAND RELATIONSHIP: THE CONTEXT OF INSTAGRAM. Global Fashion Management Conference, 2018, 2018, 1119-1129. | 0.0 | 6 |
| 113 | The Role of Commitment Amongst Tourists and Intelligent Virtual Assistants. Journal of Promotion Management, 0, , 1-14. | 3.4 | 6 |
| 114 | Exploring the Role of Norms and Habit in Explaining Pro-Environmental Behavior Intentions in Situations of Use Robots and AI Agents as Providers in Tourism Sector. Sustainability, 2021, 13, 13928. | 3.2 | 6 |
| 115 | What is the core essence of small city boutique hotels?. International Journal of Culture, Tourism and Hospitality Research, 2019, 14, 44-62. | 2.9 | 5 |
| 116 | Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries. Voluntas, 2020, 31, 1330-1342. | 1.7 | 5 |
| 117 | Virtual reality, augmented reality and tourism experience. , 2020, , 439-452. | | 5 |
| 118 | Exploring a New Form of Interaction in the Match Day: Virtual Reality Technologies among Fans of Soccer. Journal of Promotion Management, 2022, 28, 729-748. | 3.4 | 5 |
| 119 | Internet of things and consumer engagement on retail: state-of-the-art and future directions. EuroMed Journal of Business, 2022, ahead-of-print, . | 3.2 | 5 |
| 120 | Mental Imagery, Product Involvement and Presence at Virtual Reality Supermarket. Journal of Creative Communications, 2023, 18, 79-92. | 1.7 | 5 |
| 121 | Tourism in Rural Areas: Foundation, Quality and Experience. , 0, , . | | 4 |
| 122 | The impact of islands' image on tourists' satisfaction and place identity. Journal for International Business and Entrepreneurship Development, 2013, 7, 52. | 0.4 | 4 |
| 123 | Intentions towards the sustainability of young adults: a cross-cultural comparison. World Review of Entrepreneurship, Management and Sustainable Development, 2014, 10, 247. | 0.2 | 4 |
| 124 | Exploring the Attitudes of Bottled Wine Distributors Toward Wine Producers in the Portuguese Wine Sector. Journal of International Food and Agribusiness Marketing, 2015, 27, 15-32. | 2.1 | 4 |
| 125 | Exploring sources and outcomes of trust and commitment to nonprofit organizations: The case of Amnesty International Portugal. International Journal of Nonprofit and Voluntary Sector Marketing, 2018, 23, e1598. | 0.8 | 4 |
| 126 | What is the Role of Memory in Consumerâ€™Brand Relationship? Insight from sport industry. Journal of Creative Communications, 2021, 16, 347-355. | 1.7 | 4 |

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|-----|---|-----|-----------|
| 127 | Exploring drivers and outcomes of brand centrality experience: the role of partner quality as moderator. International Journal of Fashion Design, Technology and Education, 2020, 13, 150-164. | 1.6 | 4 |
| 128 | Achieving Brand Engagement and Brand Equity Through Co-creation Process. Journal of Creative Communications, 2022, 17, 303-318. | 1.7 | 4 |
| 129 | Committing Millennials Toward Recycling and Environmental Preservation. Journal of Promotion Management, 2016, 22, 224-237. | 3.4 | 3 |
| 130 | The Use of Augmented Reality to Expand the Experience of Museum Visitors. Springer Series on Cultural Computing, 2021, , 141-151. | 0.6 | 3 |
| 131 | Be or Not Be Online Engaged. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 18-34. | 0.8 | 3 |
| 132 | When Consumers' Complaints Fall Into Public Domain. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 124-137. | 0.8 | 3 |
| 133 | International border restrictions and rules toward the illicit trafficking of cultural heritage in the tourism context: a multi-methods approach. Journal of Travel and Tourism Marketing, 2021, 38, 974-990. | 7.0 | 3 |
| 134 | The Impact of Generation Y™s Customer Experience on Emotions: Online Banking Sector. Communications in Computer and Information Science, 2017, , 616-639. | 0.5 | 2 |
| 135 | FASHION BRANDS COMMUNICATING AND INTERACTING IN INSTAGRAM: A NETNOGRAPHY APPROACH. Global Fashion Management Conference, 2018, 2018, 1352-1362. | 0.0 | 2 |
| 136 | Rescue archaeology heritage valuation in Europe's largest dam - Alqueva: ex-situ products as elements of creative tourism. Pasos, 2014, 12, 623-634. | 0.2 | 2 |
| 137 | Driving Forces Behind Participation and Satisfaction with Social Networking Sites. International Journal of Virtual Communities and Social Networking, 2012, 4, 33-51. | 0.2 | 2 |
| 138 | Using Immersive and Artificial Intelligence Technologies to Promote Different Industries. Journal of Promotion Management, 2022, 28, 111-112. | 3.4 | 2 |
| 139 | Implications of Gamification and Virtual Reality in Higher Education. , 2022, , 1676-1686. | | 2 |
| 140 | Tourist-virtual assistant communication: the power of attachment and authenticity. Anatolia, 0, , 1-13. | 2.4 | 2 |
| 141 | Customers™ Online Interaction Experiences with Fashion Brands: E-Information and E-Buying. , 0, , . | | 1 |
| 142 | Following up the article “Effects of atmospherics on emotions and intention with respect to involvement in different shopping environments“by Loureiro, Koo, and Ribeiro. Journal of Global Scholars of Marketing Science, 2018, 28, 208-213. | 2.0 | 1 |
| 143 | The role of need for self-expression and arousal to commit university students for environmental responsibility behaviours. World Review of Entrepreneurship, Management and Sustainable Development, 2018, 14, 62. | 0.2 | 1 |
| 144 | Promoting Brand Relationships. Journal of Promotion Management, 2019, 25, 301-303. | 3.4 | 1 |

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|-----|---|-----|-----------|
| 145 | Creating Memories and Engagement in College Student Through Virtual Reality. Progress in IS, 2021, , 167-179. | 0.6 | 1 |
| 146 | A Conceptual Approach for Cannibalism Between Goods. Chinese Business Review, 2012, 11, . | 0.3 | 1 |
| 147 | Managerial Challenges in VR and AR in Asia. Advances in Computational Intelligence and Robotics Book Series, 2020, , 44-54. | 0.4 | 1 |
| 148 | Incorporating VR, AR, and Related Technologies in the Tourism Industry. Advances in Computational Intelligence and Robotics Book Series, 2020, , 211-233. | 0.4 | 1 |
| 149 | CHARACTERISTICS OF THE JAPANESE TYPE OF OMNI CHANNEL RETAILING. , 2016, , . | | 1 |
| 150 | Consumption and Well-Being. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 248-277. | 0.8 | 1 |
| 151 | Relationship marketing on social software platforms. , 2017, , 314-325. | | 1 |
| 152 | EFFECT OF WEBSITE PERFORMANCE EXPECTANCY ON CUSTOMER SATISFACTION ONLINE FASHION PERFORMANCE. Global Fashion Management Conference, 2017, 2017, 536-539. | 0.0 | 1 |
| 153 | Beyond Virtual and Augmented Reality. Advances in Computational Intelligence and Robotics Book Series, 2020, , 252-265. | 0.4 | 1 |
| 154 | Implications of Gamification and Virtual Reality in Higher Education. Advances in Computational Intelligence and Robotics Book Series, 2020, , 111-124. | 0.4 | 1 |
| 155 | Creative Communications and Interactions among Stakeholders. Journal of Creative Communications, 2021, 16, 231-232. | 1.7 | 1 |
| 156 | Technology and Luxury in Tourism and Hospitality. , 2022, , 273-284. | | 1 |
| 157 | Addressing environmental, financial and social sustainability in the management of higher education quality. Journal for International Business and Entrepreneurship Development, 2014, 7, 181. | 0.4 | 0 |
| 158 | Framework for success of online brand management: a systematic literature review. World Review of Entrepreneurship, Management and Sustainable Development, 2016, 12, 300. | 0.2 | 0 |
| 159 | Online Brand Communities: When Consumers are Negatively Engaged. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2019, , 733-740. | 0.2 | 0 |
| 160 | How Committed I Am with Tourist-Intelligent Virtual Assistants?. Smart Innovation, Systems and Technologies, 2021, , 3-9. | 0.6 | 0 |
| 161 | The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket. Progress in IS, 2021, , 17-28. | 0.6 | 0 |
| 162 | AI Meaning and Applications in the Consumer Sector of Retailing, Hospitality, and Tourism. Advances in Business Information Systems and Analytics Book Series, 2021, , 291-303. | 0.4 | 0 |

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|-----|--|-----|-----------|
| 163 | Virtual Reality and Artificial Intelligence: Co-creation Process Between Consumers and Firms in an Area of Smart Cities. Progress in IS, 2021, , 239-250. | 0.6 | 0 |
| 164 | THE ROLE OF AFFECTIVE COMMITMENT IN DRIVING ENVIRONMENTAL EFFORTS: A CROSS-CULTURAL STUDY. , 2014, , . | | 0 |
| 165 | Feeling Better While Waiting: Hospital Lobby in Portugal and South Korea. Asian Journal of Business Research, 2015, 5, . | 0.8 | 0 |
| 166 | IT IS ALL ABOUT DESIRES! MOTIVATION TO ENGAGE IN MEDICAL TOURISM PRACTICES AND SUBJECTIVE WELL-BEING. , 2016, , . | | 0 |
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