

Sandra Maria Correia Loureiro

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.

166
papers

3,598
citations

31
h-index

56
g-index

199
ext. papers

4,624
ext. citations

3.3
avg, IF

6.74
L-index

#	Paper	IF	Citations
166	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	8.3	289
165	Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. <i>International Journal of Hospitality Management</i> , 2011 , 30, 575-583	8.3	210
164	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	6.6	163
163	20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. <i>Tourism Management</i> , 2020 , 77, 104028	10.8	157
162	Brand emotional connection and loyalty. <i>Journal of Brand Management</i> , 2012 , 20, 13-27	3.3	128
161	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	6.5	110
160	Exploring behavioural branding, brand love and brand co-creation. <i>Journal of Product and Brand Management</i> , 2016 , 25, 516-526	4.3	97
159	Understanding the use of Virtual Reality in Marketing: A text mining-based review. <i>Journal of Business Research</i> , 2019 , 100, 514-530	8.7	96
158	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	8.3	91
157	I, Chatbot: Modeling the determinants of users' satisfaction and continuance intention of AI-powered service agents. <i>Telematics and Informatics</i> , 2020 , 54, 101473	8.1	91
156	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	8.3	86
155	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	10.3	81
154	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	8.5	80
153	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	8.3	80
152	The influence of brand experience and service quality on customer engagement. <i>Journal of Retailing and Consumer Services</i> , 2019 , 50, 50-59	8.5	74
151	The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. <i>Journal of Travel and Tourism Marketing</i> , 2018 , 35, 189-201	6.6	74
150	Who needs delight?. <i>Journal of Service Management</i> , 2014 , 25, 101-124	7.4	65

149	Satisfying and Delighting the Rural Tourists. <i>Journal of Travel and Tourism Marketing</i> , 2010 , 27, 396-408	6.6	61
148	Brand Coolness. <i>Journal of Marketing</i> , 2019 , 83, 36-56	11	57
147	Antecedents and outcomes of online brand engagement. <i>Online Information Review</i> , 2017 , 41, 985-1005	2	52
146	Consumer-based approach to customer engagement – The case of luxury brands. <i>Journal of Retailing and Consumer Services</i> , 2018 , 43, 325-332	8.5	52
145	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	8.5	51
144	Artificial intelligence in business: State of the art and future research agenda. <i>Journal of Business Research</i> , 2021 , 129, 911-926	8.7	47
143	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	46
142	Intentions to use and recommend to others. <i>Online Information Review</i> , 2014 , 38, 186-208	2	45
141	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	6.4	43
140	Explaining Love of Wine Brands. <i>Journal of Promotion Management</i> , 2012 , 18, 329-343	2.3	35
139	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	8.7	35
138	The role of website stimuli of experience on engagement and brand advocacy. <i>Journal of Hospitality and Tourism Technology</i> , 2018 , 9, 204-222	4.2	33
137	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	8.5	32
136	Medical tourists – Emotional and cognitive response to credibility and Servicescape. <i>Current Issues in Tourism</i> , 2017 , 20, 1633-1652	5.8	31
135	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	8.5	30
134	The increasing dynamics between consumers, social groups and brands. <i>Qualitative Market Research</i> , 2012 , 15, 404-419	1.6	30
133	Virtual Atmosphere: The Effect of Pleasure, Arousal, and Delight on Word-of-Mouth. <i>Journal of Promotion Management</i> , 2014 , 20, 452-469	2.3	29
132	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	2.2	27

131	Enhancing brand equity through emotions and experience: the banking sector. <i>International Journal of Bank Marketing</i> , 2018 , 36, 868-883	4	25
130	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	2.1	25
129	A consumer engagement systematic review: synthesis and research agenda. <i>Spanish Journal of Marketing - ESIC</i> , 2020 , 24, 283-307	4	25
128	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	25
127	Place attachment and tourist engagement of major visitor attractions in Lisbon. <i>Tourism and Hospitality Research</i> , 2019 , 19, 368-381	2.2	25
126	The growing complexity of customer engagement: a systematic review. <i>EuroMed Journal of Business</i> , 2020 , 15, 167-203	3.9	24
125	How Corporate Social Responsibility Initiatives in Social Media Affect Awareness and Customer Engagement. <i>Journal of Promotion Management</i> , 2019 , 25, 419-438	2.3	23
124	Travellers' mindsets and theory of planned behaviour. <i>Tourism Management Perspectives</i> , 2019 , 30, 193-196	5.6	23
123	Analysing Consumer-Brand Engagement Through Appreciative Listening on Social Network Platforms. <i>Journal of Promotion Management</i> , 2019 , 25, 304-313	2.3	22
122	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	1.1	21
121	A passion for fashion. <i>International Journal of Retail and Distribution Management</i> , 2017 , 45, 468-484	3.5	20
120	Past, present, and future of pro-environmental behavior in tourism and hospitality: a text-mining approach. <i>Journal of Sustainable Tourism</i> , 1-21	5.7	20
119	Wine prestige and experience in enhancing relationship quality and outcomes. <i>International Journal of Wine Business Research</i> , 2017 , 29, 434-456	1.6	19
118	Exploring the Determinants of Instagram as a Social Network for Online Consumer-Brand Relationship. <i>Journal of Promotion Management</i> , 2019 , 25, 354-366	2.3	18
117	Virtual reality and gamification in marketing higher education: a review and research agenda. <i>Spanish Journal of Marketing - ESIC</i> , 2020 , ahead-of-print,	4	18
116	Stand by me: analyzing the tourist intelligent voice assistant relationship quality. <i>International Journal of Contemporary Hospitality Management</i> , 2021 , ahead-of-print,	7.5	18
115	Pressing the Buy Button: Generation Y Online Clothing Shopping Orientation and Its Impact on Purchase. <i>Clothing and Textiles Research Journal</i> , 2016 , 34, 163-178	0.7	18
114	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	8.5	18

113	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	2.3	17
112	The effect of corporate brand reputation on brand attachment and brand loyalty: Automobile sector. <i>Cogent Business and Management</i> , 2017 , 4, 1360031	1.6	17
111	The role of intrinsic in-flight cues in relationship quality and behavioural intentions: segmentation in less mindful and mindful passengers. <i>Journal of Travel and Tourism Marketing</i> , 2017 , 34, 948-962	6.6	15
110	Fostering Online Relationships With Brands Through Websites and Social Media Brand Pages. <i>Journal of Promotion Management</i> , 2019 , 25, 379-393	2.3	15
109	Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. <i>Journal of Retailing and Consumer Services</i> , 2020 , 57, 102211	8.5	15
108	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	2.3	14
107	Use numbers not words! Communicating hotels' cleaning programs for COVID-19 from the brand perspective. <i>International Journal of Hospitality Management</i> , 2021 , 94, 102872	8.3	14
106	The Importance of Employees Engagement on the Organizational Success. <i>Journal of Promotion Management</i> , 2019 , 25, 328-336	2.3	13
105	Relationship Between Companies and the Public on Facebook: The Portuguese and the Brazilian Context. <i>Journal of Promotion Management</i> , 2016 , 22, 705-718	2.3	13
104	Using Social Networks Sites in the Purchasing Decision Process. <i>International Journal of E-Business Research</i> , 2014 , 10, 18-35	0.7	13
103	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	0.4	13
102	How Fashion Brands Engage on Social Media: A Netnography Approach. <i>Journal of Promotion Management</i> , 2019 , 25, 367-378	2.3	12
101	Happiness with rural experience: Exploring the role of tourist mindfulness as a moderator. <i>Journal of Vacation Marketing</i> , 2019 , 25, 279-300	3.4	11
100	How brand personality, brand identification and service quality influence service brand equity. <i>Cogent Business and Management</i> , 2014 , 1, 981329	1.6	11
99	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	1.6	11
98	Exploring the attractiveness of manufacturer brands and retailer own-brands in supermarket context. <i>International Journal of Retail and Distribution Management</i> , 2017 , 45, 1095-1113	3.5	10
97	Exploring the role of atmospheric cues and authentic pride on perceived authenticity assessment of museum visitors. <i>International Journal of Tourism Research</i> , 2019 , 21, 413-426	3.7	10
96	Luxury values as drivers for affective commitment: The case of luxury car tribes. <i>Cogent Business and Management</i> , 2016 , 3, 1171192	1.6	10

95	Creating value for customers through engagement and participation in brand communities. <i>International Journal of Business Performance Management</i> , 2015 , 16, 114	0.7	10
94	Fans club brand relationship: football passion. <i>International Journal of Business and Globalisation</i> , 2014 , 12, 82	0.3	9
93	How escapism leads to behavioral intention in a virtual reality store with background music?. <i>Journal of Business Research</i> , 2021 , 134, 288-300	8.7	9
92	Advertising and country-of-origin images as sources of brand equity and the moderating role of brand typicality. <i>Baltic Journal of Management</i> , 2017 , 12, 153-170	2	8
91	Signalling effects on symbolic status and travellers' well-being in the luxury cruise industry. <i>International Journal of Tourism Research</i> , 2019 , 21, 639-654	3.7	8
90	Consumer-Brand Relationship 2013 , 414-434		8
89	Exploring how mindfulness may enhance perceived value of travel experience. <i>Service Industries Journal</i> , 2020 , 40, 800-824	5.7	8
88	Destination atmospheric cues as key influencers of tourists' word-of-mouth communication: tourist visitation at two Mediterranean capital cities. <i>Tourism Recreation Research</i> , 2021 , 46, 85-108	2.1	8
87	Masstige strategies on social media: The influence on sentiments and attitude toward the brand. <i>International Journal of Consumer Studies</i> ,	5.7	8
86	Engaging visitors in cultural and recreational experience at museums. <i>Anatolia</i> , 2018 , 29, 581-592	2.2	7
85	Consumption, Anti-Consumption and Consumption Communities. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2014 , 510-536	0.3	7
84	Loving and Hating Brands. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015 , 417-438	0.3	7
83	An Examination of the Influence of Emotional Solidarity on Value Cocreation with International Muslim Travelers. <i>Journal of Travel Research</i> ,004728752110333	6.3	7
82	Negative Film Plot and Tourists' Image and Intentions: The Case of City of God. <i>Journal of Travel and Tourism Marketing</i> , 2015 , 32, 352-365	6.6	6
81	Tourism destination competitiveness in S Tom and Prncipe. <i>Anatolia</i> , 2015 , 26, 217-229	2.2	6
80	Tell What You Want but Do Not Irritate Me: A Senior Perspective About Advertising. <i>Journal of Promotion Management</i> , 2018 , 24, 198-214	2.3	6
79	CALIDAD Y SATISFACCI EN EL SERVICIO DE URGENCIAS HOSPITALARIAS: ANLISIS DE UN HOSPITAL DE LA ZONA CENTRO DE PORTUGAL. <i>Investigaciones Europeas De Direcci Y Econom De La Empresa</i> , 2010 , 16, 27-41		6
78	Shaping a View on the Influence of Technologies on Sustainable Tourism. <i>Sustainability</i> , 2021 , 13, 126913.6	3.6	6

77	DUAQUAL: calidad percibida por docentes y alumnos en la gesti3n universitaria. <i>Cuadernos De Gestion</i> , 2012 , 12, 107-122	1.5	6
76	A new love3rate scale for sports fans. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020 , 21, 543-560	2.3	6
75	Smart Speaker Recommendations: Impact of Gender Congruence and Amount of Information on Users' Engagement and Choice. <i>Frontiers in Psychology</i> , 2021 , 12, 659994	3.4	6
74	Understanding the role of visual attention on wines' purchase intention: an eye-tracking study. <i>International Journal of Wine Business Research</i> , 2019 , 32, 161-179	1.6	6
73	Destination' efforts and commitment towards recycling. <i>Current Issues in Tourism</i> , 2020 , 23, 2637-2648	5.8	5
72	The Impact of Nostalgia and Probability Markers on the Effectiveness of Advertising Creative Strategies. <i>Journal of Promotion Management</i> , 2020 , 26, 791-811	2.3	5
71	Exploring Tourism Students' Engagement through Telepresence, Pleasantness of the Experience and Memory: A Virtual Reality Approach. <i>Journal of Promotion Management</i> , 1-17	2.3	5
70	Exploring the Attitudes of Bottled Wine Distributors Toward Wine Producers in the Portuguese Wine Sector. <i>Journal of International Food and Agribusiness Marketing</i> , 2015 , 27, 15-32	1.5	4
69	Determinantes de la intenci3n de uso de Facebook en el proceso de decisi3n de compra. <i>Investigaciones Europeas De Direcci3n Y Econom3a De La Empresa</i> , 2015 , 21, 26-34		4
68	The impact of islands' image on tourists' satisfaction and place identity. <i>Journal for International Business and Entrepreneurship Development</i> , 2013 , 7, 52	0.3	4
67	THE ROLE OF WORD-OF-MOUTH AND CELEBRITY ENDORSEMENT IN ONLINE CONSUMER-BRAND RELATIONSHIP: THE CONTEXT OF INSTAGRAM. <i>Global Fashion Management Conference</i> , 2018 , 2018, 1119-1129	0.9	4
66	The Role of Creative Communications and Gamification in Student Engagement in Higher Education: A Sentiment Analysis Approach. <i>Journal of Creative Communications</i> , 097325862199264	0.7	4
65	Analysing drivers and outcomes of job and professional satisfaction at health centres in Portugal. <i>Benchmarking</i> , 2019 , 26, 1357-1375	4	3
64	Committing Millennials Toward Recycling and Environmental Preservation. <i>Journal of Promotion Management</i> , 2016 , 22, 224-237	2.3	3
63	Memorable tourism experience in the context of astrotourism. <i>Anatolia</i> , 1-13	2.2	3
62	Be or Not Be Online Engaged. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020 , 18-34	0.3	3
61	The Role of Commitment Amongst Tourists and Intelligent Virtual Assistants. <i>Journal of Promotion Management</i> , 1-14	2.3	3
60	Mind, service quality, relationship with airlines. <i>Journal of Strategic Marketing</i> , 1-23	2.7	3

59	How does the experience and destination authenticity influence effect? <i>Anatolia</i> , 2020 , 31, 449-465	2.2	2
58	Exploring sources and outcomes of trust and commitment to nonprofit organizations: The case of Amnesty International Portugal. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2018 , 23, e1598	0.6	2
57	Intentions towards the sustainability of young adults: a cross-cultural comparison. <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , 2014 , 10, 247	0.6	2
56	Tourism in Rural Areas: Foundation, Quality and Experience 2012 ,		2
55	The wow effect and behavioral intentions of tourists to astrotourism experiences: Mediating effects of satisfaction. <i>International Journal of Tourism Research</i> ,	3.7	2
54	FASHION BRANDS COMMUNICATING AND INTERACTING IN INSTAGRAM: A NETNOGRAPHY APPROACH. <i>Global Fashion Management Conference</i> , 2018 , 2018, 1352-1362	0.9	2
53	When Consumers' Complaints Fall Into Public Domain. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020 , 124-137	0.3	2
52	Rescue archaeology heritage valuation in Europe's largest dam - Alqueva: ex-situ products as elements of creative tourism. <i>Pasos</i> , 2014 , 12, 623-634	1.2	2
51	Driving Forces Behind Participation and Satisfaction with Social Networking Sites. <i>International Journal of Virtual Communities and Social Networking</i> , 2012 , 4, 33-51		2
50	Virtual reality, augmented reality and tourism experience 2020 , 439-452		2
49	Virtual Reality in the Motion Picture Industry: The Relationship among Movie Coolness, Sympathy, Empathy, and Word-of-Mouth. <i>Journal of Promotion Management</i> , 1-16	2.3	2
48	Overview of underpinnings of tourism impacts 2019 , 49-61		2
47	Role of personal values and personality traits on intention to recommend a destination. <i>Tourism Analysis</i> , 2020 ,	1.6	2
46	Fashion Luxury Brands: Bridging the Gaps Between Cutting-Edge Fashion and Corporate Social Responsibility Concerns. <i>Springer Series in Fashion Business</i> , 2017 , 185-198	0.2	2
45	Museum coolness: creating the desire to revisit. <i>Tourism Recreation Research</i> , 1-16	2.1	2
44	Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. <i>Journal of Travel Research</i> , 004728752110047	6.3	2
43	What is the core essence of small city boutique hotels?. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2019 , 14, 44-62	2.2	2
42	Mental Imagery, Product Involvement and Presence at Virtual Reality Supermarket. <i>Journal of Creative Communications</i> , 097325862210866	0.7	2

41	Promoting Brand Relationships. <i>Journal of Promotion Management</i> , 2019 , 25, 301-303	2.3	1
40	Following up the article Effects of atmospherics on emotions and intention with respect to involvement in different shopping environments by Loureiro, Koo, and Ribeiro. <i>Journal of Global Scholars of Marketing Science</i> , 2018 , 28, 208-213	2.3	1
39	The Impact of Generation Y Customer Experience on Emotions: Online Banking Sector. <i>Communications in Computer and Information Science</i> , 2017 , 616-639	0.3	1
38	Exploring a New Form of Interaction in the Match Day: Virtual Reality Technologies among Fans of Soccer. <i>Journal of Promotion Management</i> , 1-20	2.3	1
37	How augmented reality media richness influences consumer behaviour: A study in a real-world retail environment. <i>International Journal of Consumer Studies</i> ,	5.7	1
36	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	8.5	1
35	Managerial Challenges in VR and AR in Asia. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 44-54	0.4	1
34	Incorporating VR, AR, and Related Technologies in the Tourism Industry. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 211-233	0.4	1
33	Exploring drivers and outcomes of brand centrality experience: the role of partner quality as moderator. <i>International Journal of Fashion Design, Technology and Education</i> , 2020 , 13, 150-164	1.1	1
32	Beyond Virtual and Augmented Reality. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 252-265	0.4	1
31	Relationship marketing on social software platforms 2017 , 314-325		1
30	The effects of socio-political context on Tourism. <i>EuroMed Journal of Business</i> , 2019 , 15, 22-38	3.9	1
29	The Use of Augmented Reality to Expand the Experience of Museum Visitors. <i>Springer Series on Cultural Computing</i> , 2021 , 141-151	0.4	1
28	Creating Memories and Engagement in College Student Through Virtual Reality. <i>Progress in IS</i> , 2021 , 167-179	0.9	1
27	The role of need for self-expression and arousal to commit university students for environmental responsibility behaviours. <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , 2018 , 14, 62	0.6	1
26	What is the Role of Memory in Consumer Brand Relationship? Insight from sport industry. <i>Journal of Creative Communications</i> , 097325862110349	0.7	1
25	Achieving Brand Engagement and Brand Equity Through Co-creation Process. <i>Journal of Creative Communications</i> , 097325862210838	0.7	1
24	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. <i>Sustainability</i> , 2021 , 13, 13928	3.6	1

23	I am feeling so good! Motivations for interacting in online brand communities. <i>Journal of Research in Interactive Marketing</i> , 2021 , ahead-of-print,	7.5	1
22	Implications of Gamification and Virtual Reality in Higher Education 2022 , 1676-1686		0
21	Transhumanism and Engagement-Facilitating Technologies in Society. <i>Journal of Promotion Management</i> ,1-22	2.3	0
20	Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries. <i>Voluntas</i> , 2020 , 31, 1330-1342	1.8	0
19	International border restrictions and rules toward the illicit trafficking of cultural heritage in the tourism context: a multi-methods approach. <i>Journal of Travel and Tourism Marketing</i> , 2021 , 38, 974-990	6.6	0
18	Online Brand Communities: When Consumers are Negatively Engaged. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2019 , 733-740	0.1	
17	Framework for success of online brand management: a systematic literature review. <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , 2016 , 12, 300	0.6	
16	Addressing environmental, financial and social sustainability in the management of higher education quality. <i>Journal for International Business and Entrepreneurship Development</i> , 2014 , 7, 181	0.3	
15	Technology and Luxury in Tourism and Hospitality 2022 , 273-284		
14	Smart Store Base Grocery. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 266-274	0.4	
13	Communication Tools in the Customer's Journey. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020 , 288-316	0.3	
12	Unraveling E-WOM Patterns Using Text Mining and Sentiment Analysis. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020 , 88-100	0.3	
11	Implications of Gamification and Virtual Reality in Higher Education. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 111-124	0.4	
10	Consumer-Brand Relationship1683-1702		
9	Loving and Hating Brands 2019 , 365-387		
8	How can Stimuli and Emotions Help Increase Brand Advocacy. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2019 , 375-382	0.1	
7	Embedding Virtual Reality and Artificial Intelligence in Integrated Marketing Communications. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 13-43	0.4	
6	Insight About the Use of AR and VR for Trainees. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020 , 178-192	0.4	

5	Consumption and Well-Being. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2017 , 248-277	0.3
4	How Committed I Am with Tourist-Intelligent Virtual Assistants?. <i>Smart Innovation, Systems and Technologies</i> , 2021 , 3-9	0.5
3	The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket. <i>Progress in IS</i> , 2021 , 17-28	0.9
2	AI Meaning and Applications in the Consumer Sector of Retailing, Hospitality, and Tourism. <i>Advances in Business Information Systems and Analytics Book Series</i> , 2021 , 291-303	0.4
1	Virtual Reality and Artificial Intelligence: Co-creation Process Between Consumers and Firms in an Area of Smart Cities. <i>Progress in IS</i> , 2021 , 239-250	0.9