

Isabel Maria Rosa Diaz

List of Publications by Year in descending order

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Version: 2024-02-01

16
papers

226
citations

1477746

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h-index

1199166

12
g-index

16
all docs

16
docs citations

16
times ranked

226
citing authors

#	ARTICLE	IF	CITATIONS
1	Trust as mediator of corporate social responsibility, image and loyalty in the hotel sector. Journal of Sustainable Tourism, 2018, 26, 1273-1289.	5.7	87
2	Price knowledge: effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics. Journal of Product and Brand Management, 2004, 13, 406-428.	2.6	50
3	Segmenting hotel clients by pricing variables and value for money. Current Issues in Tourism, 2014, 17, 60-71.	4.6	31
4	Demand restrictions in price-based decisions: managers versus consumers. Journal of Product and Brand Management, 2006, 15, 214-224.	2.6	10
5	Causes and consequences of academics' emotions in private higher education institutions: implications for policy and practice through the lens of affective events theory. Educational Research for Policy and Practice, 2021, 20, 367-393.	1.2	9
6	The effect of servant leadership on employee outcomes: does endogeneity matter?. Quality and Quantity, 0, , 1.	2.0	8
7	Antecedents of the importance of price in purchase decisions. RAE Revista De Administracao De Empresas, 2011, 51, 370-381.	0.1	6
8	Price assessments by consumers: influence of purchase context and price structure. International Journal of Consumer Studies, 2013, 37, 13-20.	7.2	6
9	The Roles of Supervisory Support and Involvement in Influencing Scientists' Job Satisfaction to Ensure the Achievement of SDGs in Academic Organizations. SAGE Open, 2021, 11, 215824402110306.	0.8	6
10	Promoting Sustainable Lifestyle Habits: "Real Food" and Social Media in Spain. Foods, 2022, 11, 224.	1.9	6
11	CORPORATE RESPONSIBILITY IN THE TOURISTIC AREA AND ITS INFLUENCE ON CUSTOMER TRUST. Environmental Engineering and Management Journal, 2013, 12, 1953-1960.	0.2	3
12	EFFECT OF ENVIRONMENTAL ACTIVITIES WITHIN THE FRAME OF CORPORATE RESPONSIBILITY IN HOTEL ESTABLISHMENTS. Environmental Engineering and Management Journal, 2016, 15, 1455-1464.	0.2	3
13	Antecedents and consequences of price promotions effectiveness. Cuadernos De Gestion, 2012, 12, 15-41.	0.8	1
14	Efectos de los cambios de precios en el valor de la cartera de clientes: estudio del caso de la venta online de carne de ternera ecológica. Revista Europea De Dirección Y Economía De La Empresa, 2013, 22, 169-176.	0.3	0
15	LAS PRINCIPALES RAZONES DE LA ADOPCIÓN DE LA RESPONSABILIDAD SOCIAL CORPORATIVA EN LOS ESTABLECIMIENTOS HOTELEROS. Revista De Estudios Empresariales, 2016, , .	0.3	0
16	Innovación en la docencia del Marketing Financiero mediante Ciclos de Mejora: Optimizando la combinación Aula Física + Virtual. , 0, , 2913-2935.		0