

Isabel Maria Rosa Diaz

List of Publications by Year in descending order

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16
papers

226
citations

1477746

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1199166

12
g-index

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docs citations

16
times ranked

226
citing authors

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