

Natã lia Lozano-Monterrubio

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2321613/publications.pdf>

Version: 2024-02-01

11
papers

151
citations

1937685

4
h-index

1588992

8
g-index

11
all docs

11
docs citations

11
times ranked

186
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Social media as a useful tool in food risk and benefit communication? A strategic orientation approach. <i>Food Policy</i> , 2014, 46, 84-93. | 6.0 | 94 |
| 2 | YouTube usage by Spanish tourist destinations as a tool to communicate their identities and brands. <i>Journal of Brand Management</i> , 2017, 24, 211-229. | 3.5 | 27 |
| 3 | Noneducational board games in University Education. Perceptions of students experiencing Game-Based Learning methodologies. <i>Revista Lusofona De Educacao</i> , 2018, , 45-62. | 0.0 | 10 |
| 4 | Food safety agenciesâ€™ challenge: Is social media the definitive communicative solution?. <i>Catalan Journal of Communication and Cultural Studies</i> , 2013, 5, 285-293. | 0.4 | 6 |
| 5 | Developing a Gameful Approach as a Tool for Innovation and Teaching Quality in Higher Education. <i>International Journal of Game-Based Learning</i> , 2021, 11, 53-66. | 1.4 | 4 |
| 6 | The image of Barcelona in Online Travel Reviews during 2017 Catalan independence process. <i>Communication and Society</i> , 2020, 33, 33-49. | 1.0 | 4 |
| 7 | Som la Pera: How to develop a social marketing and public relations campaign to prevent obesity among teenagers in Catalonia. <i>Catalan Journal of Communication and Cultural Studies</i> , 2015, 7, 251-259. | 0.4 | 3 |
| 8 | Comunicaci3n de riesgos y seguridad alimentaria en la era 2.0. <i>Profesional De La Informacion</i> , 2012, 21, 381-384. | 2.7 | 3 |
| 9 | Interview with David L. Altheide. <i>Catalan Journal of Communication and Cultural Studies</i> , 2011, 3, 109-114. | 0.4 | 0 |
| 10 | Recommendation cultureâ€™s influence on the promotional communication of Spanish autonomous community brands. <i>Catalan Journal of Communication and Cultural Studies</i> , 2011, 3, 289-296. | 0.4 | 0 |
| 11 | Developing a Gameful Approach as a Tool for Innovation and Teaching Quality in Higher Education. , 2022, , 563-578. | | 0 |