

Maria Walesska Schlesinger

List of Publications by Year in Descending Order

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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.

19
papers

333
citations

9
h-index

18
g-index

22
ext. papers

419
ext. citations

3
avg, IF

3.97
L-index

#	Paper	IF	Citations
19	Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. <i>Tourism Management Perspectives</i> , 2020 , 35, 100699	5.8	15
18	The Sustainability of Cruise Tourism Onshore: The Impact of Crowding on Visitors' Satisfaction. <i>Sustainability</i> , 2019 , 11, 1510	3.6	20
17	Experience management as an innovative approach in emerging Mediterranean destinations. <i>Journal of Business Research</i> , 2019 , 101, 536-547	8.7	8
16	EFFECTS OF CUSTOMER KNOWLEDGE MANAGEMENT AND CUSTOMER ORIENTATION ON INNOVATION CAPACITY AND MARKETING RESULTS IN SMEs: THE MEDIATING ROLE OF INNOVATION ORIENTATION. <i>International Journal of Innovation Management</i> , 2018 , 22, 1850055	1.5	9
15	Sticking with your university: the importance of satisfaction, trust, image, and shared values. <i>Studies in Higher Education</i> , 2017 , 42, 2178-2194	2.6	55
14	Analysis of the impact of length of stay on the quality of service experience, satisfaction and loyalty. <i>International Review on Public and Nonprofit Marketing</i> , 2017 , 14, 253-268	1.6	7
13	Customer's role in knowledge management and in the innovation process: effects on innovation capacity and marketing results. <i>Knowledge Management Research and Practice</i> , 2016 , 14, 195-203	2.1	21
12	An Approach to Measuring Perceived Quality of Life in the City Through a Formative Multidimensional Perspective. <i>Applying Quality of Life Research</i> , 2016 , 59-79	0.5	1
11	Contrasting quality of service experience for northern and southern Mediterranean tourists. <i>EuroMed Journal of Business</i> , 2015 , 10, 327-337	3.9	4
10	Key Elements in Building Relationships in the Higher Education Services Context. <i>Journal of Promotion Management</i> , 2015 , 21, 475-491	2.3	20
9	Collaborating to innovate: Effects on customer knowledge management and performance. <i>Journal of Business Research</i> , 2015 , 68, 1426-1428	8.7	90
8	El papel de la confianza, la imagen y los valores compartidos en la creaci3n de valor y lealtad: aplicaci3n a la relaci3n egresado-universidad. <i>Revista Espa3ola De Investigaci3n De Marketing ESIC</i> , 2014 , 18, 126-139		7
7	Un enfoque de marketing de relaciones a la educaci3n como un servicio: aplicaci3n a la Universidad de Valencia. <i>Innovar</i> , 2014 , 24, 113-125	0.4	4
6	Investigating factors that influence on ICT usage in higher education: a descriptive analysis. <i>International Review on Public and Nonprofit Marketing</i> , 2013 , 10, 163-174	1.6	9
5	Influence of Advertising on Brand Personality in The Airline Sector: The Case of Spain. <i>Journal of Travel and Tourism Marketing</i> , 2013 , 30, 445-454	6.6	14
4	MEDICI3N DE LA IMAGEN DE LA UNIVERSIDAD Y SUS EFECTOS SOBRE LA IDENTIFICACI3N Y LEALTAD DEL EGRESADO: UNA APROXIMACI3N DESDE EL MODELO DE BEERLI Y DÍAZ (2003). <i>Revista Espa3ola De Investigaci3n De Marketing ESIC</i> , 2012 , 16, 7-29		11
3	An approach of marketing relationship graduate-University for universities configuration as life long learning centres: an application to the University of Valencia. <i>International Review on Public and Nonprofit Marketing</i> , 2010 , 7, 191-193	1.6	

- 2 Dimensionalidad De La Responsabilidad Social Empresarial Percibida Y Sus Efectos Sobre La Imagen Y La Reputaci3n: Una Aproximaci3n Desde El Modelo De Carroll. *Estudios Gerenciales*, **2008**, 24, 37-59 27
- 1 The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. *Journal of Marketing for Higher Education*, 1-19 1.1 6