

Mafalda Copc Nogueira

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2539120/publications.pdf>

Version: 2024-02-01

20
papers

62
citations

1937685

4
h-index

2053705

5
g-index

22
all docs

22
docs citations

22
times ranked

54
citing authors

#	ARTICLE	IF	CITATIONS
1	Tourism and Gastronomy in the "New Normal": Advances in Hospitality, Tourism and the Services Industry, 2022, , 176-190.	0.2	0
2	Rising Against LGBT Taboos Through Communication and Social Marketing Strategies. Advances in Linguistics and Communication Studies, 2022, , 153-176.	0.2	0
3	EDUCATION AS AN AVENUE FOR STUDENTS' ETHICAL BEHAVIOR. EDULEARN Proceedings, 2022, , .	0.0	0
4	Identifying and Exploring Key Drivers of Customer Engagement on Social Media: A Netnography Approach. Smart Innovation, Systems and Technologies, 2021, , 507-519.	0.6	0
5	LOOKING TO THE FUTURE: GRASPING STUDENTS' EXPECTATIONS REGARDING EMPLOYERS' ATTRACTIVENESS. , 2021, , .		0
6	Sustainable packaging: Does eating organic really make a difference on product-packaging interaction?. Journal of Cleaner Production, 2021, 304, 127066.	9.3	21
7	WHAT IS YOUR DREAM JOB? EXPLORING UNDERGRAD STUDENTS' PRE-MARKET ENTRY EXPECTATIONS IN THE LIGHT OF EVP DIMENSIONS. , 2021, , .		0
8	Volunteer Brand Equity? Exploring the Adoption of Employee Brand Equity (EBE) Dimensions to Understand Volunteers' Contributions to Build Nonprofit Organizations' Brands. Journal of Nonprofit and Public Sector Marketing, 2020, 32, 73-104.	1.6	5
9	Consumer Attitudes Toward Food and Nutritional Labeling: Implications for Policymakers and Practitioners on a National Level. Journal of Food Products Marketing, 2020, 26, 470-485.	3.3	5
10	Websites as Spaces of Confluence: Narratives and the Pursuit of Legitimacy. Smart Innovation, Systems and Technologies, 2020, , 29-37.	0.6	0
11	HIGHER EDUCATION INSTITUTIONS AS CORPORATE SOCIAL RESPONSIBILITY DRIVERS: TEACHING AND LEARNING TO TRANSFORM THE WORLD. EDULEARN Proceedings, 2020, , .	0.0	0
12	ONLINE DISCLOSURE OF HIGHER EDUCATION INSTITUTIONS' SOCIAL RESPONSIBILITY. EDULEARN Proceedings, 2020, , .	0.0	0
13	SOCIAL RESPONSIBILITY IN HIGHER EDUCATION INSTITUTIONS IN PORTUGAL: THE MISSING LINK BETWEEN EXPECTATIONS, PERCEPTIONS AND PRACTICES. , 2019, , .		0
14	ACADEMIC BACKGROUND AS AN INFLUENCING FACTOR IN THE GEN Y'S SUSTAINABLE CONSUMPTION HABITS. , 2018, , .		1
15	OKG: creating and developing an innovative clothing service. IOP Conference Series: Materials Science and Engineering, 2017, 254, 212001.	0.6	0
16	Managing IT Suppliers: A Capability-Based Approach. , 2011, , 599-623.		1
17	Capabilities exchange through business interaction: An empirical investigation of a client's IT supplier relationship. Journal of Purchasing and Supply Management, 2009, 15, 227-239.	5.7	11
18	"Do as I say, not as I do" - a systematic literature review on the attitude-behaviour gap towards sustainable consumption of Generation Y. IOP Conference Series: Materials Science and Engineering, 0, 459, 012089.	0.6	9

#	ARTICLE	IF	CITATIONS
19	Millennials: is "green"™ your colour?. IOP Conference Series: Materials Science and Engineering, 0, 459, 012090.	0.6	8
20	From Y to Z: A Cross-Generational Study of Green Purchasing Behaviour. Advances in Science and Technology, 0, , .	0.2	0