

Esther Calderon-Monge

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2711436/publications.pdf>

Version: 2024-02-01

17
papers

142
citations

1477746

6
h-index

1281420

11
g-index

19
all docs

19
docs citations

19
times ranked

120
citing authors

#	ARTICLE	IF	CITATIONS
1	Analysis of sustainable consumer behavior as a business opportunity. <i>Journal of Business Research</i> , 2020, 120, 74-81.	5.8	24
2	Internet as a Distribution Channel: Empirical Evidence from the Service Sector and Managerial Opportunities. <i>Journal of Internet Commerce</i> , 2011, 10, 106-127.	3.5	21
3	Brand and performance signals in the choice of franchise opportunities. <i>Service Industries Journal</i> , 2014, 34, 772-787.	5.0	15
4	Measuring the consumer engagement related to social media: the case of franchising. <i>Electronic Commerce Research</i> , 2022, 22, 1249-1274.	3.0	15
5	Economic Sustainability in Franchising: A Model to Predict Franchisor Success or Failure. <i>Sustainability</i> , 2017, 9, 1419.	1.6	13
6	Brand and Price: Key Signals when Opening a Franchise Outlet. <i>Journal of Promotion Management</i> , 2015, 21, 416-431.	2.4	11
7	Twitter to Manage Emotions in Political Marketing. <i>Journal of Promotion Management</i> , 2017, 23, 359-371.	2.4	9
8	Señales de valor de marca de las franquicias en México. Su efecto en el crecimiento del sistema franquiciador. <i>Estudios Gerenciales</i> , 2014, 30, 134-144.	0.5	7
9	Narrowing the gap between consumer purchasing intention and behaviour through ecolabelling: a challenge for eco-entrepreneurism. <i>British Food Journal</i> , 2021, 123, 3293-3308.	1.6	6
10	The effects of management and environmental factors on franchise continuity. <i>Economic Research-Ekonomiska Istrazivanja</i> , 2019, 32, 4059-4074.	2.6	5
11	Effects of brand-related and market signals on franchisees' entrepreneurial decisions: a multi-country panel data analysis. <i>International Entrepreneurship and Management Journal</i> , 2019, 15, 573-588.	2.9	5
12	How to select franchisees: A model proposal. <i>Journal of Business Research</i> , 2021, 135, 676-684.	5.8	2
13	INGRESOS NETOS DEL FRANQUICIADO: UNA SEÑAL PARA ELEGIR FRANQUICIA EN UNA CRISIS. <i>RAE Revista De Administracao De Empresas</i> , 2015, 55, 688-696.	0.1	1
14	Franchise fairs: A relevant signal in franchise choice in social activity. <i>Contemporary Economics</i> , 2016, 10, 275-282.	1.3	1
15	The Adoption of the Internet as a New Distribution Channel for Holiday Tourism in Spain: The Challenge of Consumer Perceived Risk and Consumer Attitudes. , 2008, , ,		0
16	Franchising in Europe: Exploring the Case of Spain with Self-organizing Time Maps. <i>Psychology and Marketing</i> , 2016, 33, 559-572.	4.6	0
17	Personality Traits of the Partners and Performance in the Franchise Agreement. <i>Contributions To Management Science</i> , 2018, , 175-184.	0.4	0