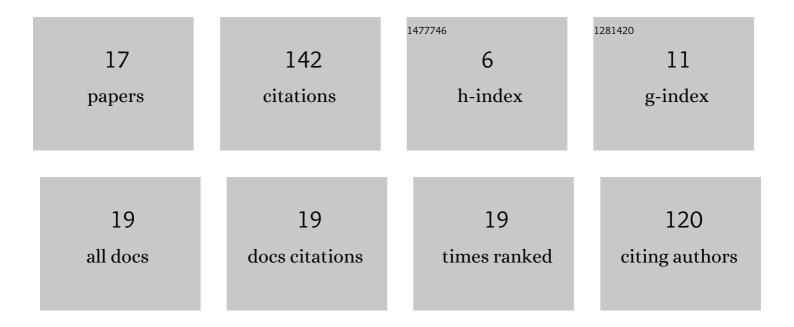
Esther Calderon-Monge

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2711436/publications.pdf Version: 2024-02-01



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