

Ramón Arilla

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/321423/publications.pdf>

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2
papers

13
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	Value-based adoption of augmented reality: A study on the influence on online purchase intention in retail. <i>Journal of Consumer Behaviour</i> , 2023, 22, 912-932.	4.2	9
2	Facebook as a Promotional Tool for Spanish Museums 2016–2020 and COVID Influence. <i>Journal of Promotion Management</i> , 2021, 27, 812-831.	3.4	4