

# Estela NÃez-Barriopedro

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3493146/publications.pdf>

Version: 2024-02-01

26  
papers

360  
citations

933410

10  
h-index

888047

17  
g-index

27  
all docs

27  
docs citations

27  
times ranked

188  
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of corporate social responsibility on customer loyalty in hypermarkets: A new socially responsible strategy. <i>Corporate Social Responsibility and Environmental Management</i> , 2019, 26, 761-769.	8.7	72
2	The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image in fashion. <i>Corporate Governance (Bingley)</i> , 2022, 22, 458-473.	5.0	41
3	Omnichannel Management in B2B. Complexity-based model. Empirical evidence from a panel of experts based on Fuzzy Cognitive Maps. <i>Industrial Marketing Management</i> , 2021, 95, 99-113.	6.7	27
4	Happiness perception in Spain, a SEM approach to evidence from the sociological research center. <i>Quality and Quantity</i> , 2020, 54, 761-779.	3.7	25
5	Perception of Advertisements for Healthy Food on Social Media: Effect of Attitude on Consumers' Response. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 6463.	2.6	23
6	Sustainable, Smart and Muslim-Friendly Tourist Destinations. <i>Sustainability</i> , 2020, 12, 1778.	3.2	23
7	How Does Happiness Influence the Loyalty of Karate Athletes? A Model of Structural Equations From the Constructs: Consumer Satisfaction, Engagement, and Meaningful. <i>Frontiers in Psychology</i> , 2021, 12, 653034.	2.1	23
8	Employee Happiness in the Industry 4.0 Era: Insights from the Spanish Industrial Sector. , 2019, , .		22
9	Promoting Social Media Engagement Via Branded Content Communication: A Fashion Brands Study on Instagram. <i>Media and Communication</i> , 2022, 10, .	1.9	17
10	Happiness Management: A Culture to Explore From Brand Orientation as a Sign of Responsible and Sustainable Production. <i>Frontiers in Psychology</i> , 2021, 12, 727845.	2.1	16
11	Influence and Relationship between Branded Content and the Social Media Consumer Interactions of the Luxury Fashion Brand Manolo Blahnik. <i>Publications</i> , 2021, 9, 10.	3.8	14
12	El impacto de la utilización de la modalidad B-Learning en la educación superior. <i>Alteridad: Revista De Educación</i> , 2019, 14, 26-39.	1.1	8
13	Los videojuegos en la educación: Beneficios y perjuicios. <i>Revista Electronica Educare</i> , 2020, 24, 1-18.	0.3	7
14	Gestión de calidad como estrategia clave de la felicidad en el deporte federado. <i>Retos: Revista De Ciencias De La Administración Y Economía</i> , 2019, 9, 203-218.	1.3	7
15	Management of Loyalty and Its Main Antecedents in Sport Organizations: A Systematic Analysis Review. <i>Frontiers in Psychology</i> , 2021, 12, 783781.	2.1	7
16	Digitalization in B2B marketing: omnichannel management from a PLS-SEM approach. <i>Journal of Business and Industrial Marketing</i> , 2023, 38, 317-336.	3.0	7
17	The role of perceived usefulness and annoyance on programmatic advertising: the moderating effect of Internet user privacy and cookies. <i>Corporate Communications</i> , 2023, 28, 311-324.	2.1	5
18	Omnichannel Management in a B2B context: Concept, research agenda and bibliometric review. <i>International Journal of Industrial Engineering and Management</i> , 2021, Volume 12, 37-48.	2.0	3

#	ARTICLE	IF	CITATIONS
19	Posicionamiento del valor de marca de firmas de moda. ADResearch ESIC International Journal of Communication Research, 2013, 07, 08-19.	0.5	3
20	La creatividad en el sector turístico americano y europeo: Caso Croacia. Retos: Revista De Ciencias De La Administración Y Economía, 2018, 8, 83-99.	1.3	3
21	Cause-Related Marketing (CRM) of Ausonia's Campaigns. Classroom Companion: Business, 2021, , 223-233.	10.7	2
22	Los adolescentes musulmanes frente a las oportunidades y las amenazas de la red. ADResearch ESIC International Journal of Communication Research, 2018, 18, 60-79.	0.5	2
23	New Trends in Marketing Aimed at the Fourth Sector in the Fashion Industry. Studies on Entrepreneurship, Structural Change and Industrial Dynamics, 2021, , 245-261.	0.4	1
24	INNOVATION IN MARKETING FOR A MORE GLOBALIZED ENVIRONMENT. , 2016, , .		1
25	La creatividad como indicador de competitividad empresarial en el panorama publicitario brasileño. Multitemas, 2018, 23, 215.	0.1	0
26	CO-EVALUATION, HETERO-EVALUATION AND SELF-EVALUATION IN THE AREA OF MARKETING AND MARKET RESEARCH. EDULEARN Proceedings, 2018, , .	0.0	0