

Estrella Diaz

List of Publications by Year in descending order

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Version: 2024-02-01

29
papers

688
citations

623734

14
h-index

580821

25
g-index

29
all docs

29
docs citations

29
times ranked

551
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. <i>Physiology and Behavior</i> , 2019, 200, 104-110. | 2.1 | 72 |
| 2 | Evaluation of the persuasive features of hotel chains websites: A latent class segmentation analysis. <i>International Journal of Hospitality Management</i> , 2013, 34, 338-347. | 8.8 | 67 |
| 3 | Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 237-251. | 3.7 | 53 |
| 4 | The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 380-396. | 3.8 | 49 |
| 5 | Project buffer sizing of a critical chain based on comprehensive resource tightness. <i>European Journal of Operational Research</i> , 2016, 248, 174-182. | 5.7 | 42 |
| 6 | What influences consumers'™ intention to purchase organic personal care products? The role of social reassurance. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102432. | 9.4 | 37 |
| 7 | Critical chain project buffer sizing based on resource constraints. <i>International Journal of Production Research</i> , 2017, 55, 671-683. | 7.5 | 34 |
| 8 | Analysis of consumers'™ response to brand community integration and brand identification. <i>Journal of Brand Management</i> , 2014, 21, 254-272. | 3.5 | 33 |
| 9 | Geographical indication food products and ethnocentric tendencies: The importance of proximity, tradition, and ethnicity. <i>Journal of Cleaner Production</i> , 2019, 241, 118210. | 9.3 | 33 |
| 10 | Sub-national consumer ethnocentrism and the importance of the origin of food products: an exploratory analysis. <i>British Food Journal</i> , 2020, 122, 995-1010. | 2.9 | 28 |
| 11 | e-Banking Adoption: An Opportunity for Customer Value Co-creation. <i>Frontiers in Psychology</i> , 2020, 11, 621248. | 2.1 | 28 |
| 12 | Dynamic monitoring and control of a critical chain project based on phase buffer allocation. <i>Journal of the Operational Research Society</i> , 2018, 69, 1966-1977. | 3.4 | 22 |
| 13 | Perceptions of service cannibalisation: The moderating effect of the type of travel agency. <i>Tourism Management</i> , 2015, 48, 329-342. | 9.8 | 21 |
| 14 | PLS'™SEM in business promotion strategies. A multigroup analysis of mobile coupon users using MICOM. <i>Industrial Management and Data Systems</i> , 2020, 120, 2349-2374. | 3.7 | 20 |
| 15 | Buffer sizing of critical chain based on attribute optimization. <i>Concurrent Engineering Research and Applications</i> , 2014, 22, 253-264. | 3.2 | 18 |
| 16 | A persuasive-based latent class segmentation analysis of luxury brand websites. <i>Electronic Commerce Research</i> , 2016, 16, 401-424. | 5.0 | 15 |
| 17 | Determinants and outcomes of price premium and loyalty: A food case study. <i>Journal of Consumer Behaviour</i> , 2018, 17, 64-74. | 4.2 | 15 |
| 18 | The Effects of Price Salience on Consumer Perception and Purchase Intentions. <i>Journal of Global Academy of Marketing Science</i> , 2010, 20, 149-163. | 0.8 | 14 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | Dynamic monitoring and control of software project effort based on an effort buffer. Journal of the Operational Research Society, 2015, 66, 1555-1565. | 3.4 | 13 |
| 20 | A new buffer sizing approach based on the uncertainty of project activities. Concurrent Engineering Research and Applications, 2015, 23, 3-12. | 3.2 | 12 |
| 21 | A latent class segmentation analysis of airlines based on website evaluation. Journal of Air Transport Management, 2016, 55, 20-40. | 4.5 | 12 |
| 22 | Are the non-governmental organizations' web sites effective?. Qualitative Market Research, 2013, 16, 370-392. | 1.5 | 10 |
| 23 | Is ICT good for employees? An analysis of its effects on sales agents' perceptions of service cannibalization. Computers in Human Behavior, 2015, 51, 263-271. | 8.5 | 9 |
| 24 | Digital tools and smart technologies in marketing: a thematic evolution. International Marketing Review, 2022, 39, 1122-1150. | 3.6 | 9 |
| 25 | Evolution, trends and future research lines in corporate social responsibility and tourism: A bibliometric analysis and science mapping. Sustainable Development, 2022, 30, 462-476. | 12.5 | 8 |
| 26 | Sales agents vs the internet. Internet Research, 2017, 27, 858-884. | 4.9 | 6 |
| 27 | The effects of perceived satisfaction with service recovery efforts: a study in a hotel setting. E A M: Ekonomie A Management, 2017, 20, 203-218. | 1.0 | 3 |
| 28 | Film-induced tourism: A latent class segmentation based on satisfaction and future intentions. Pasos, 2016, 14, 875-888. | 0.2 | 3 |
| 29 | The effect of new technologies on psychological consequences and risk perceptions of sales agents. Journal of Risk Research, 2018, 21, 1409-1429. | 2.6 | 2 |