Estrella Diaz

List of Publications by Year
in descending order

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	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
2	Digital tools and smart technologies in marketing: aÂthematic evolution. International Marketing Review, 2022, 39, 1122-1150.	3.6	9
3	What influences consumersâ€™ intention to purchase organic personal care products? The role of social reassurance. Journal of Retailing and Consumer Services, 2021, 60, 102432.	9.4	37
4	Sub-national consumer ethnocentrism and the importance of the origin of food products: an exploratory analysis. British Food Journal, 2020, 122, 995-1010.	2.9	28
5	PLSâ€"SEM in business promotion strategies. A multigroup analysis of mobile coupon users using MICOM. Industrial Management and Data Systems, 2020, 120, 2349-2374.	3.7	20
6	e-Banking Adoption: An Opportunity for Customer Value Co-creation. Frontiers in Psychology, 2020, 11, 621248.	2.1	28
7	Geographical indication food products and ethnocentric tendencies: The importance of proximity, tradition, and ethnicity. Journal of Cleaner Production, 2019, 241, 118210.	9.3	33
8	Examining consumer luxury brand-related behavior intentions in a social media context: The moderating role of hedonic and utilitarian motivations. Physiology and Behavior, 2019, 200, 104-110.	2.1	72
9	Dynamic monitoring and control of a critical chain project based on phase buffer allocation. Journal of the Operational Research Society, 2018, 69, 1966-1977.	3.4	22
10	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
11	Determinants and outcomes of price premium and loyalty: A food case study. Journal of Consumer Behaviour, 2018, 17, 64-74.	4.2	15
12	The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis. Journal of Hospitality and Tourism Technology, 2018, 9, 380-396.	3.8	49
13	Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. Journal of Global Fashion Marketing, 2018, 9, 237-251.	3.7	53
14	Critical chain project buffer sizing based on resource constraints. International Journal of Production Research, 2017, 55, 671-683.	7.5	34
15	Sales agents vs the internet. Internet Research, 2017, 27, 858-884.	4.9	6
16	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
17	A latent class segmentation analysis of airlines based on website evaluation. Journal of Air Transport Management, 2016, 55, 20-40.	4.5	12
18	A persuasive-based latent class segmentation analysis of luxury brand websites. Electronic Commerce Research, 2016, 16, 401-424.	5.0	15

#	Article	IF	Citations
19	Project buffer sizing of a critical chain based on comprehensive resource tightness. European Journal of Operational Research, 2016, 248, 174-182.	5.7	42
20	Film-induced tourism: A latent class segmentation based on satisfaction and future intentions. Pasos, 2016, 14, 875-888.	0.2	3
21	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
22	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
23	A new buffer sizing approach based on the uncertainty of project activities. Concurrent Engineering Research and Applications, 2015, 23, 3-12.	3.2	12
24	Perceptions of service cannibalisation: The moderating effect of the type of travel agency. Tourism Management, 2015, 48, 329-342.	9.8	21
25	Buffer sizing of critical chain based on attribute optimization. Concurrent Engineering Research and Applications, 2014, 22, 253-264.	3.2	18
26	Analysis of consumers' response to brand community integration and brand identification. Journal of Brand Management, 2014, 21, 254-272.	3.5	33
27	Evaluation of the persuasive features of hotel chains websites: A latent class segmentation analysis. International Journal of Hospitality Management, 2013, 34, 338-347.	8.8	67
28	Are the non‐governmental organizations' web sites effective?. Qualitative Market Research, 2013, 16, 370-392.	1.5	10
29	The Effects of Price Salience on Consumer Perception and Purchase Intentions. Journal of Global Academy of Marketing Science, 2010, 20, 149-163.	0.8	14