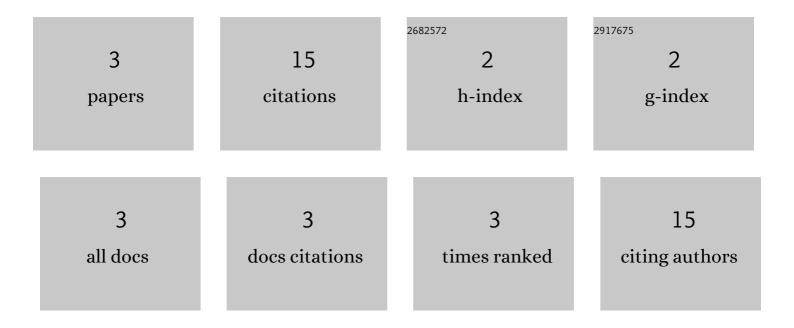
Dolores GarzÃ³n

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4116210/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Marketing capabilities and innovation. How do they affect the financial results of hotels?. Psychology and Marketing, 2020, 37, 506-518.	8.2	12
2	Analysis of the influence of reputation, identity and image onÂthe country brand. Academia Revista Latinoamericana De Administracion, 2022, ahead-of-print, .	1.1	2
3	The Attitude Towards Boycotts: Determining Factors. Harvard Deusto Business Research, 2019, 8, 110-122.	0.3	1