

Dolores GarzÃ³n

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4116210/publications.pdf>

Version: 2024-02-01

3
papers

15
citations

2682572

2
h-index

2917675

2
g-index

3
all docs

3
docs citations

3
times ranked

15
citing authors

#	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 on the 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