

# David Servera-FrancÃ©s

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4547423/publications.pdf>

Version: 2024-02-01

15  
papers

252  
citations

1307594

7  
h-index

1199594

12  
g-index

16  
all docs

16  
docs citations

16  
times ranked

208  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of corporate social responsibility on consumer loyalty through consumer perceived value. <i>Economic Research-Ekonomska Istrazivanja</i> , 2019, 32, 66-84.	4.7	79
2	Antecedents and consequences of logistics value: And empirical investigation in the Spanish market. <i>Industrial Marketing Management</i> , 2010, 39, 493-506.	6.7	59
3	Role of marketing and technological innovation on store equity, satisfaction and word-of-mouth in retailing. <i>Journal of Product and Brand Management</i> , 2017, 26, 650-666.	4.3	37
4	Innovation as a key to strengthen the effect of relationship benefits on loyalty in retailing. <i>Journal of Services Marketing</i> , 2017, 31, 131-141.	3.0	19
5	From retail innovation and image to loyalty: moderating effects of product type. <i>Service Business</i> , 2019, 13, 199-224.	4.2	17
6	Development and validation of a formative scale of technological advancement in hotels from the guest perspective. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 280-294.	3.8	11
7	The Importance of Sustainable Practices in Value Creation and Consumers' Commitment with Companies. <i>Commercial Format. Sustainability</i> , 2020, 12, 9852.	3.2	11
8	Participar como voluntario en eventos especiales: comparaci3n entre el valor esperado y percibido. <i>Innovar</i> , 2016, 26, 47-60.	0.4	6
9	Information technology and logistics quality: a basis for companies' segmentation. <i>International Journal of Management and Enterprise Development</i> , 2010, 8, 398.	0.3	4
10	A multiblock PLS-based algorithm applied to a causal model in marketing. <i>Applied Stochastic Models in Business and Industry</i> , 2013, 29, 241-253.	1.5	3
11	Value, satisfaction and loyalty in volunteerism. Application to a religious megaevent. <i>Esic-market</i> , 2013, 44, .	0.2	3
12	Pratiques logistiques dans les entreprises commerciales espagnoles. <i>Logistique &amp; Management</i> , 2005, 13, 91-99.	0.6	0
13	Role of Marketing and Technological Innovation on Satisfaction and Word of Mouth in Retailing. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2017, , 425-439.	0.2	0
14	'DO YOU HAVE A MINUTE?' THE IMPACT OF THE ONE-MINUTE PAPER ON ENGLISH, MARKETING AND ACCOUNTANCY UNDERGRADUATE STUDENTS. <i>INTED Proceedings</i> , 2017, , .	0.0	0
15	La gesti3n de megaeventos desde la perspectiva de distintos stakeholders: un an1lisis exploratorio sobre voluntarios. <i>Revista Perspectiva Empresarial</i> , 2019, 6, 41-60.	0.1	0