

David Servera-FrancÃ©s

List of Publications by Year in descending order

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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 Importance of Sustainable Practices in Value Creation and Consumers'™ Commitment with Companies'™ Commercial Format. Sustainability, 2020, 12, 9852.	3.2	11
2	From retail innovation and image to loyalty: moderating effects of product type. Service Business, 2019, 13, 199-224.	4.2	17
3	The effects of corporate social responsibility on consumer loyalty through consumer perceived value. Economic Research-Ekonomska Istrazivanja, 2019, 32, 66-84.	4.7	79
4	La gesti3n de megaeventos desde la perspectiva de distintos stakeholders: un an3lisis exploratorio sobre voluntarios. Revista Perspectiva Empresarial, 2019, 6, 41-60.	0.1	0
5	Development and validation of a formative scale of technological advancement in hotels from the guest perspective. Journal of Hospitality and Tourism Technology, 2018, 9, 280-294.	3.8	11
6	Innovation as a key to strengthen the effect of relationship benefits on loyalty in retailing. Journal of Services Marketing, 2017, 31, 131-141.	3.0	19
7	Role of Marketing and Technological Innovation on Satisfaction and Word of Mouth in Retailing. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2017, , 425-439.	0.2	0
8	Role of marketing and technological innovation on store equity, satisfaction and word-of-mouth in retailing. Journal of Product and Brand Management, 2017, 26, 650-666.	4.3	37
9	'DO YOU HAVE A MINUTE?' THE IMPACT OF THE ONE-MINUTE PAPER ON ENGLISH, MARKETING AND ACCOUNTANCY UNDERGRADUATE STUDENTS. INTED Proceedings, 2017, , .	0.0	0
10	Participar como voluntario en eventos especiales: comparaci3n entre el valor esperado y percibido. Innovar, 2016, 26, 47-60.	0.4	6
11	A multiblock PLS-based algorithm applied to a causal model in marketing. Applied Stochastic Models in Business and Industry, 2013, 29, 241-253.	1.5	3
12	Value, satisfaction and loyalty in volunteerism. Application to a religious megaevent. Esic-market, 2013, 44, .	0.2	3
13	Information technology and logistics quality: a basis for companies' segmentation. International Journal of Management and Enterprise Development, 2010, 8, 398.	0.3	4
14	Antecedents and consequences of logistics value: And empirical investigation in the Spanish market. Industrial Marketing Management, 2010, 39, 493-506.	6.7	59
15	Pratiques logistiques dans les entreprises commerciales espagnoles. Logistique & Management, 2005, 13, 91-99.	0.6	0