

Karla Barajas-Portas

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4549188/publications.pdf>

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7
papers

62
citations

2258059

3
h-index

2053705

5
g-index

7
all docs

7
docs citations

7
times ranked

56
citing authors

#	ARTICLE	IF	CITATIONS
1	A Cross-Destination Analysis of Country Image: A Key Factor of Tourism Marketing. Sustainability, 2021, 13, 9529.	3.2	5
2	Precedents of the satisfaction of mobile shoppers. A cross-country analysis. Electronic Commerce Research and Applications, 2020, 39, 100919.	5.0	16
3	Analysis of the Usage Intensity of Digital Advertising Platforms by SMEs Using an Integrated Models. Journal of Business-to-Business Marketing, 2020, 27, 407-417.	1.5	7
4	Analyzing campaignâ€™s outcome in reward-based crowdfunding. Internet Research, 2019, 29, 1171-1189.	4.9	30
5	Understanding affective evaluation in retail: consumers perspective. Academia Revista Latinoamericana De Administracion, 2019, 32, 541-565.	1.1	1
6	Organizational innovation capabilities. Empirical evidence from B2B contexts. Estudios Gerenciales, 0, , 647-656.	0.5	1
7	The Impact of Consumer Interactions in Social Networking Sites on Brand Perception. Journal of Internet and E-Business Studies, 0, , 1-7.	0.3	2