

# Salvador G Villegas

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/457057/publications.pdf>

Version: 2024-02-01

1  
papers

23  
citations

3311381  
1  
h-index

3475538  
1  
g-index

1  
all docs

1  
docs citations

1  
times ranked

8  
citing authors

#	ARTICLE	IF	CITATIONS
1	Avoiding digital marketing analytics myopia: revisiting the customer decision journey as a strategic marketing framework. <i>Journal of Marketing Analytics</i> , 2022, 10, 106-113.	3.7	23