

SÃ©rgio Moro

List of Publications by Year in descending order

Source: [//exaly.com/author-pdf/4723139/publications.pdf](https://exaly.com/author-pdf/4723139/publications.pdf)

Version: 2024-02-01

94
papers

2,774
citations

235060

24
h-index

185114

49
g-index

97
all docs

97
docs citations

97
times ranked

2570
citing authors

#	ARTICLE	IF	CITATIONS
1	A data-driven approach to predict the success of bank telemarketing. <i>Decision Support Systems</i> , 2014, 62, 22-31.	6.1	519
2	Business intelligence in banking: A literature analysis from 2002 to 2013 using text mining and latent Dirichlet allocation. <i>Expert Systems With Applications</i> , 2015, 42, 1314-1324.	7.9	247
3	Research trends on Big Data in Marketing: A text mining and topic modeling based literature analysis. <i>European Research on Management and Business Economics</i> , 2018, 24, 1-7.	7.0	225
4	Predicting social media performance metrics and evaluation of the impact on brand building: A data mining approach. <i>Journal of Business Research</i> , 2016, 69, 3341-3351.	10.5	163
5	Sentiment Classification of Consumer-Generated Online Reviews Using Topic Modeling. <i>Journal of Hospitality Marketing and Management</i> , 2017, 26, 675-693.	7.2	139
6	Brand strategies in social media in hospitality and tourism. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 343-364.	8.3	110
7	Can we trace back hotel online reviews's characteristics using gamification features?. <i>International Journal of Information Management</i> , 2019, 44, 88-95.	18.5	69
8	A text mining and topic modelling perspective of ethnic marketing research. <i>Journal of Business Research</i> , 2019, 103, 275-285.	10.5	59
9	Stripping customers' feedback on hotels through data mining: The case of Las Vegas Strip. <i>Tourism Management Perspectives</i> , 2017, 23, 41-52.	5.3	58
10	Understanding mobile augmented reality adoption in a consumer context. <i>Journal of Hospitality and Tourism Technology</i> , 2018, 9, 142-157.	3.9	58
11	Air-travelers' concerns emerging from online comments during the COVID-19 outbreak. <i>Tourism Management</i> , 2021, 85, 104313.	10.0	46
12	Using customer lifetime value and neural networks to improve the prediction of bank deposit subscription in telemarketing campaigns. <i>Neural Computing and Applications</i> , 2015, 26, 131-139.	5.6	40
13	Analysing recent augmented and virtual reality developments in tourism. <i>Journal of Hospitality and Tourism Technology</i> , 2019, 10, 571-586.	3.9	40
14	Unfolding the characteristics of incentivized online reviews. <i>Journal of Retailing and Consumer Services</i> , 2019, 47, 272-281.	9.7	40
15	Factors Influencing Hotels's Online Prices. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 443-464.	7.2	39
16	Unfolding the relations between companies and technologies under the Big Data umbrella. <i>Computers in Industry</i> , 2018, 99, 1-8.	10.1	37
17	From institutional websites to social media and mobile applications: A usability perspective. <i>European Research on Management and Business Economics</i> , 2019, 25, 138-143.	7.0	37
18	Mobile services adoption in a hospitality consumer context. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2018, 12, 143-158.	2.8	36

#	ARTICLE	IF	CITATIONS
19	Mutual information and sensitivity analysis for feature selection in customer targeting: A comparative study. <i>Journal of Information Science</i> , 2019, 45, 53-67.	3.2	33
20	A text mining approach to analyzing Annals literature. <i>Annals of Tourism Research</i> , 2017, 66, 208-210.	6.6	30
21	What drives job satisfaction in IT companies?. <i>International Journal of Productivity and Performance Management</i> , 2020, 70, 391-407.	3.8	30
22	A deep learning classifier for sentence classification in biomedical and computer science abstracts. <i>Neural Computing and Applications</i> , 2020, 32, 6793-6807.	5.6	29
23	A Data-Driven Approach to Improve Customer Churn Prediction Based on Telecom Customer Segmentation. <i>Future Internet</i> , 2022, 14, 94.	4.0	28
24	Improving Health Care Management in Hospitals Through a Productivity Dashboard. <i>Journal of Medical Systems</i> , 2020, 44, 87.	3.9	27
25	A data-driven approach to measure restaurant performance by combining online reviews with historical sales data. <i>International Journal of Hospitality Management</i> , 2021, 94, 102830.	9.0	27
26	Leveraging a luxury fashion brand through social media. <i>European Research on Management and Business Economics</i> , 2019, 25, 15-22.	7.0	26
27	Insights from a text mining survey on Expert Systems research from 2000 to 2016. <i>Expert Systems</i> , 2018, 35, e12280.	4.5	25
28	Evaluating a guest satisfaction model through data mining. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 32, 1523-1538.	8.3	25
29	Unveiling Research Trends for Organizational Reputation in the Nonprofit Sector. <i>Voluntas</i> , 2020, 31, 56-70.	1.9	25
30	Service quality in airport hotel chains through the lens of online reviewers. <i>Journal of Retailing and Consumer Services</i> , 2020, 56, 102193.	9.7	24
31	Blockchain technology as an enabler of consumer trust: A text mining literature analysis. <i>Telematics and Informatics</i> , 2021, 60, 101593.	6.3	24
32	A divideâ€andâ€conquer strategy using feature relevance and expert knowledge for enhancing a data mining approach to bank telemarketing. <i>Expert Systems</i> , 2018, 35, e12253.	4.5	22
33	Analytical assessment process of e-learning domain research between 1980 and 2014. <i>International Journal of Management in Education</i> , 2018, 12, 43.	0.2	22
34	Unveiling the features of successful eBay smartphone sellers. <i>Journal of Retailing and Consumer Services</i> , 2018, 43, 311-324.	9.7	22
35	Unfolding the drivers for sentiments generated by Airbnb Experiences. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2019, 13, 430-442.	2.8	20
36	A data-driven approach to predict first-year studentsâ€™ academic success in higher education institutions. <i>Education and Information Technologies</i> , 2021, 26, 2165-2190.	6.0	20

#	ARTICLE	IF	CITATIONS
37	Are Yelp's tips helpful in building influential consumers?. <i>Tourism Management Perspectives</i> , 2017, 24, 151-154.	5.3	19
38	A cross-cultural case study of consumers' communications about a new technological product. <i>Journal of Business Research</i> , 2020, 121, 438-447.	10.5	19
39	Past, present, and future research on self-service merchandising: a co-word and text mining approach. <i>European Journal of Marketing</i> , 2021, 55, 2269-2307.	3.0	18
40	Forecasting tomorrow's tourist. <i>Worldwide Hospitality and Tourism Themes</i> , 2016, 8, 643-653.	1.3	17
41	Online dating apps as a marketing channel: a generational approach. <i>European Journal of Management and Business Economics</i> , 2020, 30, 1-17.	2.8	17
42	Stick or Twist? The Rise of Blockchain Applications in Marketing Management. <i>Sustainability</i> , 2022, 14, 4172.	3.3	16
43	Consumer perception of tourist experience through online reviews. <i>Worldwide Hospitality and Tourism Themes</i> , 2019, 11, 696-717.	1.3	15
44	Local political dynamics of coastal and marine resource governance: A case study of tin-mining at a coastal community in Indonesia. <i>Environmental Development</i> , 2018, 26, 12-22.	4.1	14
45	Understanding the importance of sport stadium visits to teams and cities through the eyes of online reviewers. <i>Leisure Studies</i> , 2023, 42, 693-708.	2.0	14
46	Data Science, Machine learning and big data in Digital Journalism: A survey of state-of-the-art, challenges and opportunities. <i>Expert Systems With Applications</i> , 2023, 221, 119795.	7.9	14
47	A comparative analysis of classifiers in cancer prediction using multiple data mining techniques. <i>International Journal of Business Intelligence and Systems Engineering</i> , 2017, 1, 166.	0.2	12
48	Are the States United? An Analysis of U.S. Hotels' Offers Through TripAdvisor's Eyes. <i>Journal of Hospitality and Tourism Research</i> , 2019, 43, 1112-1129.	3.0	12
49	Factors influencing charter flight departure delay. <i>Research in Transportation Business and Management</i> , 2020, 34, 100413.	2.9	11
50	Guest satisfaction in East and West: evidence from online reviews of the influence of cultural origin in two major gambling cities, Las Vegas and Macau. <i>Tourism Recreation Research</i> , 2020, 45, 539-548.	4.6	11
51	A framework for increasing the value of predictive data-driven models by enriching problem domain characterization with novel features. <i>Neural Computing and Applications</i> , 2017, 28, 1515-1523.	5.6	10
52	Factors determining player drop-out in Massive Multiplayer Online Games. <i>Entertainment Computing</i> , 2018, 26, 153-162.	3.1	8
53	Improving the Accuracy of Predicting Bank Depositor's Behavior Using a Decision Tree. <i>Applied Sciences (Switzerland)</i> , 2021, 11, 9016.	2.6	8
54	An integrated model to explain online review helpfulness in hospitality. <i>Journal of Hospitality and Tourism Technology</i> , 2021, 12, 239-253.	3.9	8

#	ARTICLE	IF	CITATIONS
55	Data and text mining from online reviews: An automatic literature analysis. Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery, 2022, 12, .	7.2	8
56	Intelligent Process Automation and Business Continuity: Areas for Future Research. Information (Switzerland), 2023, 14, 122.	3.0	8
57	Analytical assessment process of e-learning domain research between 1980 and 2014. International Journal of Management in Education, 2018, 12, 43.	0.2	7
58	Leveraging national tourist offices through data analytics. International Journal of Culture, Tourism and Hospitality Research, 2018, 12, 420-426.	2.8	6
59	Unveiling Island Tourism in Cape Verde through Online Reviews. Sustainability, 2021, 13, 8167.	3.3	6
60	Digital transformation: Toward new research themes and collaborations yet to be explored. Business Information Review, 2021, 38, 79-88.	0.6	6
61	Insights from sentiment analysis to leverage local tourism business in restaurants. International Journal of Culture, Tourism and Hospitality Research, 2022, 16, 321-336.	2.8	6
62	Discovering Patterns in Online Reviews of Beijing and Lisbon Hostels. Journal of China Tourism Research, 2019, 15, 172-191.	1.9	5
63	Empowered learning through microworlds and teaching methods: a text mining and meta-analysis-based systematic review. Research in Learning Technology, 2020, 28, .	2.4	5
64	Monitoring Sensors for Urban Air Quality: The Case of the Municipality of Lisbon. Sensors, 2023, 23, 7702.	4.0	5
65	An Automated Literature Analysis on Data Mining Applications to Credit Risk Assessment. , 2016, , 161-177.		4
66	Research trends in CISTI's unveiled through text mining. , 2017, , .		4
67	The influence of cultural origins of visitors when staying in the city that never sleeps. Tourism Recreation Research, 2020, , 1-13.	4.6	4
68	Does cultural background influence the dissemination and severity of the COVID-19 pandemic?. Heliyon, 2022, 8, e08907.	3.2	4
69	University Digital Engagement of Students. Lecture Notes in Computer Science, 2022, , 376-390.	2.0	4
70	Identification of common city characteristics influencing room occupancy. International Journal of Tourism Cities, 2019, 5, 482-490.	2.6	3
71	A comparative analysis of classifiers in cancer prediction using multiple data mining techniques. International Journal of Business Intelligence and Systems Engineering, 2017, 1, 166.	0.2	3
72	Unfolding Social Work Research to Address the COVID-19 Impact: A Text Mining literature Analysis. British Journal of Social Work, 2022, 52, 4358-4377.	1.5	3

#	ARTICLE	IF	CITATIONS
73	The travel dream experience in pandemic times. <i>Anatolia</i> , 2023, 34, 373-388.	2.0	3
74	Meaning of luxury in hospitality: An analysis of multiple destinations. <i>Journal of Hospitality and Tourism Management</i> , 2022, 52, 392-402.	6.7	3
75	A Deep Learning Approach for Sentence Classification of Scientific Abstracts. <i>Lecture Notes in Computer Science</i> , 2018, , 479-488.	2.0	2
76	A Productivity Dashboard for Hospitals: An Empirical Study. <i>Lecture Notes in Business Information Processing</i> , 2018, , 184-199.	0.0	2
77	On the economic impacts of <sc>COVID</sc>â€19: A text mining literature analysis. <i>Review of Development Economics</i> , 2023, 27, 375-394.	1.8	2
78	Tasting the Port wine cellar experience: what features please the most?. <i>Journal of Wine Research</i> , 0, , 1-12.	1.4	1
79	Understanding How Intelligent Process Automation Impacts Business Continuity: Mapping IEEE/2755:2020 and ISO/22301:2019. <i>IEEE Access</i> , 2023, 11, 134239-134258.	4.4	1
80	A dataâ€driven approach to improve online consumer subscriptions by combining data visualization and machine learning methods. <i>International Journal of Consumer Studies</i> , 2024, 48, .	11.4	1
81	Business intelligence in a public institution â€ Evaluation of a financial data mart. , 2017, , .		0
82	Analysis of dimensions influencing the success of BI projects through data mining. , 2017, , .		0
83	Business processes modelling and diagnosis. <i>Business Information Review</i> , 2020, 37, 38-51.	0.6	0
84	Unfolding the Drivers of Student Success in Answering Multiple-Choice Questions About Microsoft Excel. <i>Computers in the Schools</i> , 2020, 37, 55-73.	1.1	0
85	Anticipating Next Public Administration Employeeâ€™s Absence Duration. <i>Public Administration Issues</i> , 2019, , 23-40.	0.5	0
86	Back to the Past to Charter the Vinyl Electronic Market: A Data Mining Approach. <i>Advances in Intelligent Systems and Computing</i> , 2021, , 685-692.	1.5	0
87	Literature Review on Problem Models and Solution Approaches for Managing Real-Time Passenger Train Operations: The Perspective of Train Operating Companies. <i>Transportation Research Record</i> , 2023, 2677, 1376-1390.	1.8	0
88	Travellersâ€™ perspectives on historic squares and railway stations in Italian heritage cities revealed through sentiment analysis. <i>Journal of Urban Design</i> , 0, , 1-25.	1.6	0
89	Analysis of the Azores Accommodation Offer in Booking.Com Using an Unsupervised Learning Approach. <i>Lecture Notes in Networks and Systems</i> , 2023, , 317-325.	0.2	0
90	Cluster-Based Approaches toward Developing a Customer Loyalty Program in a Private Security Company. <i>Applied Sciences (Switzerland)</i> , 2024, 14, 78.	2.6	0

#	ARTICLE	IF	CITATIONS
91	Data science approaches for sustainable development. Expert Systems, 2024, 41, .	4.5	0
92	Heritage sites as shared space of virtual communities. , 2024, , 98-118.		0
93	Leveraging Transfer Learning for Hate Speech Detection in Portuguese Social Media Posts. IEEE Access, 2024, 12, 101374-101389.	4.4	0
94	A comprehensive review on automatic hate speech detection in the age of the transformer. Social Network Analysis and Mining, 2024, 14, .	3.0	0