

Francisco Muñoz-Leiva

List of Publications by Year in descending order

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Version: 2024-02-01

68
papers

3,609
citations

182225

30
h-index

162838

57
g-index

69
all docs

69
docs citations

69
times ranked

2927
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of customer brand engagement in the use of Instagram as a "shop window" for fashion-industry social commerce. <i>Journal of Fashion Marketing and Management</i> , 2022, 26, 495-515.	1.5	9
2	Selling on Instagram: Factors that Determine the Adoption of Instagram Commerce. <i>International Journal of Human-Computer Interaction</i> , 2022, 38, 1004-1022.	3.3	12
3	Discovering prominent themes of the application of eye tracking technology in marketing research. <i>Cuadernos De Gestion</i> , 2022, 22, 97-113.	0.8	3
4	Do biometric payment systems work during the COVID-19 pandemic? Insights from the Spanish users' viewpoint. <i>Financial Innovation</i> , 2022, 8, 22.	3.6	22
5	Drivers of purchase intention in Instagram Commerce. <i>Spanish Journal of Marketing - ESIC</i> , 2022, 26, 168-188.	2.7	15
6	Perceived user satisfaction and intention to use massive open online courses (MOOCs). <i>Journal of Computing in Higher Education</i> , 2021, 33, 85-120.	3.9	43
7	Characterisation of potential adopters of domestic biomass heating. <i>International Journal of Green Energy</i> , 2021, 18, 219-230.	2.1	2
8	Influence of Regulatory Fit Theory on Persuasion from Google Ads: An Eye Tracking Study. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 1165-1185.	3.1	12
9	What Do You Want to Eat? Influence of Menu Description and Design on Consumer's Mind: An fMRI Study. <i>Foods</i> , 2021, 10, 919.	1.9	6
10	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.	1.7	14
11	The Effect of Consumer Concern for the Environment, Self-Regulatory Focus and Message Framing on Green Advertising Effectiveness: An Eye Tracking Study. <i>Environmental Communication</i> , 2021, 15, 813-841.	1.2	12
12	Fossil or bioenergy? Global fuel market trends. <i>Renewable and Sustainable Energy Reviews</i> , 2021, 143, 110905.	8.2	64
13	The influence of banner position and user experience on recall. The mediating role of visual attention. <i>Spanish Journal of Marketing - ESIC</i> , 2021, 25, 85-114.	2.7	6
14	Visual attention to the main image of a hotel website based on its position, type of navigation and belonging to Millennial generation: An eye tracking study. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101906.	5.3	38
15	A review of restaurant research in the last two decades: A bibliometric analysis. <i>International Journal of Hospitality Management</i> , 2020, 87, 102387.	5.3	85
16	The main determinants of adopting domestic biomass heating systems. <i>Sustainability Accounting, Management and Policy Journal</i> , 2020, 11, 409-428.	2.4	4
17	Mobile Payment Adoption in the Age of Digital Transformation: The Case of Apple Pay. <i>Sustainability</i> , 2020, 12, 5443.	1.6	62
18	Conversion of Residential Heating Systems from Fossil Fuels to Biofuels: A Cross-Cultural Analysis. <i>Energies</i> , 2020, 13, 5063.	1.6	0

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19	The Tipping Point in the Status of Socially Responsible Consumer Behavior Research? A Bibliometric Analysis. <i>Sustainability</i> , 2020, 12, 3141.	1.6	26
20	A review of comparative advertising research 1975–2018: Thematic and citation analyses. <i>Journal of Business Research</i> , 2020, 121, 73-84.	5.8	18
21	Sparking interest in restaurant dishes? Cognitive and affective processes underlying dish design and ecological origin. An fMRI study. <i>Physiology and Behavior</i> , 2019, 200, 116-129.	1.0	11
22	The role of information sources and image on the intention to visit a medical tourism destination: a cross-cultural analysis. <i>Journal of Travel and Tourism Marketing</i> , 2019, 36, 204-219.	3.1	53
23	Evaluating consumer attitudes toward electromobility and the moderating effect of perceived consumer effectiveness. <i>Journal of Retailing and Consumer Services</i> , 2019, 51, 387-398.	5.3	77
24	The role of collectivism in modeling the adoption of renewable energies: a cross-cultural approach. <i>International Journal of Environmental Science and Technology</i> , 2019, 16, 2143-2160.	1.8	39
25	An examination of attributes and barriers to adopt biomass and solar technology. A cross-cultural approach. <i>Journal of Environmental Management</i> , 2019, 236, 639-648.	3.8	12
26	The moderating impact of gender on the acceptance of peer-to-peer mobile payment systems. <i>International Journal of Bank Marketing</i> , 2019, 38, 138-158.	3.6	64
27	Mobile payment is not all the same: The adoption of mobile payment systems depending on the technology applied. <i>Technological Forecasting and Social Change</i> , 2019, 146, 931-944.	6.2	238
28	Measuring advertising effectiveness in Travel 2.0 websites through eye-tracking technology. <i>Physiology and Behavior</i> , 2019, 200, 83-95.	1.0	76
29	Estrategias de enseñanza para la adquisición de competencias en formación profesional: perfiles de estudiantes. <i>Educar</i> , 2019, 55, 203.	0.2	5
30	A global approach to the analysis of user behavior in mobile payment systems in the new electronic environment. <i>Service Business</i> , 2018, 12, 25-64.	2.2	135
31	Past themes and future trends in medical tourism research: A co-word analysis. <i>Tourism Management</i> , 2018, 65, 200-211.	5.8	163
32	Adoption of homesharing platforms: a cross-cultural study. <i>Journal of Hospitality and Tourism Insights</i> , 2018, 1, 220-239.	2.2	19
33	Etourism advertising effectiveness: banner type and engagement as moderators. <i>Journal of Services Marketing</i> , 2018, 32, 462-475.	1.7	18
34	The effects of human-game interaction, network externalities, and motivations on players' use of mobile casual games. <i>Industrial Management and Data Systems</i> , 2018, 118, 1766-1786.	2.2	24
35	HOW DOES PRO-ENVIRONMENTAL BEHAVIOUR INFLUENCE THE ADOPTION OF RENEWABLE ENERGIES?. <i>Dyna (Spain)</i> , 2018, 93, 135-135.	0.1	0
36	Evaluation of the hotels e-services quality under the users' experience. <i>Soft Computing</i> , 2017, 21, 995-1011.	2.1	39

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37	Determinants of intention to use the mobile banking apps: An extension of the classic TAM model. Spanish Journal of Marketing - ESIC, 2017, 21, 25-38.	2.7	256
38	Segmentation and explanation of smartphone use for travel planning based on socio-demographic and behavioral variables. Industrial Management and Data Systems, 2017, 117, 605-619.	2.2	32
39	Adoption of Biomass Heating Systems. , 2017, , 959-988.		1
40	The moderating effect of user experience on satisfaction with electronic banking: empirical evidence from the Spanish case. Information Systems and E-Business Management, 2016, 14, 141-165.	2.2	44
41	Behavioral Model of Younger Users in M-Payment Systems. Journal of Organizational Computing and Electronic Commerce, 2015, 25, 169-190.	1.0	26
42	Discovering prominent themes in integrated marketing communication research from 1991 to 2012: a co-word analytic approach. International Journal of Advertising, 2015, 34, 678-701.	4.2	67
43	What type of online advertising is most effective for eTourism 2.0? An eye tracking study based on the characteristics of tourists. Computers in Human Behavior, 2015, 50, 618-625.	5.1	96
44	Consumer knowledge, information sources used and predisposition towards the adoption of wood pellets in domestic heating systems. Renewable and Sustainable Energy Reviews, 2015, 43, 207-215.	8.2	32
45	The influence of e-word-of-mouth on travel decision-making: consumer profiles. Current Issues in Tourism, 2015, 18, 1001-1021.	4.6	96
46	Adoption of Biomass Heating Systems. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 177-206.	0.7	2
47	Antecedents of the adoption of the new mobile payment systems: The moderating effect of age. Computers in Human Behavior, 2014, 35, 464-478.	5.1	338
48	Qualitative insights into the commercialization of wood pellets: The case of Andalusia, Spain. Biomass and Bioenergy, 2014, 64, 245-255.	2.9	17
49	Role of gender on acceptance of mobile payment. Industrial Management and Data Systems, 2014, 114, 220-240.	2.2	145
50	The moderating effect of experience in the adoption of mobile payment tools in Virtual Social Networks: The m-Payment Acceptance Model in Virtual Social Networks (MPAM-VSN). International Journal of Information Management, 2014, 34, 151-166.	10.5	207
51	Comparative Study Among New Payment Systems and New Future Trends in Mobile Payments. Advances in E-Business Research Series, 2014, , 223-259.	0.2	3
52	A multidimensional data model using the fuzzy model based on the semantic translation. Information Systems Frontiers, 2013, 15, 351-370.	4.1	6
53	The impact of risk on the technological acceptance of mobile payment services. Global Business Perspectives, 2013, 1, 309-328.	0.4	21
54	Detecting salient themes in financial marketing research from 1961 to 2010. Service Industries Journal, 2013, 33, 925-940.	5.0	26

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55	The acceptance of microblogging in the learning process: The ÂµBAM model. Journal of Technology and Science Education, 2013, 3, .	0.5	9
56	A model for the integration of e-financial services questionnaires with SERVQUAL scales under fuzzy linguistic modeling. Expert Systems With Applications, 2012, 39, 11535-11547.	4.4	31
57	An application of co-word analysis and bibliometric maps for detecting the most highlighting themes in the consumer behaviour research from a longitudinal perspective. Quality and Quantity, 2012, 46, 1077-1095.	2.0	125
58	Improving retention rate and response quality in Web-based surveys. Computers in Human Behavior, 2012, 28, 507-514.	5.1	77
59	Applying an automatic approach for showing up the hidden themes in financial marketing research (1961â€“2010). Expert Systems With Applications, 2012, 39, 11055-11065.	4.4	11
60	Applying Multi-objective Optimization for Variable Selection to Analyze User Trust in Electronic Banking. Advances in Intelligent Systems and Computing, 2012, , 143-152.	0.5	1
61	The Application of Life Cycle Costing in Evaluating Military Investments: An Empirical Study at an International Scale. Defence and Peace Economics, 2011, 22, 509-543.	1.0	10
62	An analysis of the effect of pre-incentives and post-incentives based on draws on response to web surveys. Quality and Quantity, 2010, 44, 357-373.	2.0	30
63	Improving the response rate and quality in Web-based surveys through the personalization and frequency of reminder mailings. Quality and Quantity, 2010, 44, 1037-1052.	2.0	86
64	Determinants of the Use of the Internet as a Tourist Information Source. Service Industries Journal, 2007, 27, 881-891.	5.0	31
65	Web Acceptance Model (WAM): Moderating effects of user experience. Information and Management, 2007, 44, 384-396.	3.6	290
66	City benchmarking: A methodological proposal referring specifically to Granada. Cities, 2005, 22, 411-423.	2.7	60
67	Influence of age in the adoption of new mobile payment systems. Revista Brasileira De Gestao De Negocios, 0, , 1390-1407.	0.2	5
68	Influencia de la apelaci3n del mensaje en la atenci3n. Un estudio de eye-tracking. Vivat Academia, 0, , 33-60.	0.2	2