

Francisco Muñoz-Leiva

List of Publications by Year in descending order

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Version: 2024-02-01

68
papers

3,609
citations

159585

30
h-index

144013

57
g-index

69
all docs

69
docs citations

69
times ranked

2658
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents of the adoption of the new mobile payment systems: The moderating effect of age. <i>Computers in Human Behavior</i> , 2014, 35, 464-478.	8.5	338
2	Web Acceptance Model (WAM): Moderating effects of user experience. <i>Information and Management</i> , 2007, 44, 384-396.	6.5	290
3	Determinants of intention to use the mobile banking apps: An extension of the classic TAM model. <i>Spanish Journal of Marketing - ESIC</i> , 2017, 21, 25-38.	5.2	256
4	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.	11.6	238
5	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). <i>International Journal of Information Management</i> , 2014, 34, 151-166.	17.5	207
6	Past themes and future trends in medical tourism research: A co-word analysis. <i>Tourism Management</i> , 2018, 65, 200-211.	9.8	163
7	Role of gender on acceptance of mobile payment. <i>Industrial Management and Data Systems</i> , 2014, 114, 220-240.	3.7	145
8	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.	4.2	135
9	An application of co-word analysis and bibliometric maps for detecting the most highlighting themes in the consumer behaviour research from a longitudinal perspective. <i>Quality and Quantity</i> , 2012, 46, 1077-1095.	3.7	125
10	What type of online advertising is most effective for eTourism 2.0? An eye tracking study based on the characteristics of tourists. <i>Computers in Human Behavior</i> , 2015, 50, 618-625.	8.5	96
11	The influence of e-word-of-mouth on travel decision-making: consumer profiles. <i>Current Issues in Tourism</i> , 2015, 18, 1001-1021.	7.2	96
12	Improving the response rate and quality in Web-based surveys through the personalization and frequency of reminder mailings. <i>Quality and Quantity</i> , 2010, 44, 1037-1052.	3.7	86
13	A review of restaurant research in the last two decades: A bibliometric analysis. <i>International Journal of Hospitality Management</i> , 2020, 87, 102387.	8.8	85
14	Improving retention rate and response quality in Web-based surveys. <i>Computers in Human Behavior</i> , 2012, 28, 507-514.	8.5	77
15	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.	9.4	77
16	Measuring advertising effectiveness in Travel 2.0 websites through eye-tracking technology. <i>Physiology and Behavior</i> , 2019, 200, 83-95.	2.1	76
17	Discovering prominent themes in integrated marketing communication research from 1991 to 2012: a co-word analytic approach. <i>International Journal of Advertising</i> , 2015, 34, 678-701.	6.7	67
18	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.	6.4	64

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19	Fossil or bioenergy? Global fuel market trends. <i>Renewable and Sustainable Energy Reviews</i> , 2021, 143, 110905.	16.4	64
20	Mobile Payment Adoption in the Age of Digital Transformation: The Case of Apple Pay. <i>Sustainability</i> , 2020, 12, 5443.	3.2	62
21	City benchmarking: A methodological proposal referring specifically to Granada. <i>Cities</i> , 2005, 22, 411-423.	5.6	60
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.	7.0	53
23	The moderating effect of user experience on satisfaction with electronic banking: empirical evidence from the Spanish case. <i>Information Systems and E-Business Management</i> , 2016, 14, 141-165.	3.7	44
24	Perceived user satisfaction and intention to use massive open online courses (MOOCs). <i>Journal of Computing in Higher Education</i> , 2021, 33, 85-120.	6.1	43
25	Evaluation of the hotels e-services quality under the user's experience. <i>Soft Computing</i> , 2017, 21, 995-1011.	3.6	39
26	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.	3.5	39
27	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.	9.4	38
28	Consumer knowledge, information sources used and predisposition towards the adoption of wood pellets in domestic heating systems. <i>Renewable and Sustainable Energy Reviews</i> , 2015, 43, 207-215.	16.4	32
29	Segmentation and explanation of smartphone use for travel planning based on socio-demographic and behavioral variables. <i>Industrial Management and Data Systems</i> , 2017, 117, 605-619.	3.7	32
30	Determinants of the Use of the Internet as a Tourist Information Source. <i>Service Industries Journal</i> , 2007, 27, 881-891.	8.3	31
31	A model for the integration of e-financial services questionnaires with SERVQUAL scales under fuzzy linguistic modeling. <i>Expert Systems With Applications</i> , 2012, 39, 11535-11547.	7.6	31
32	An analysis of the effect of pre-incentives and post-incentives based on draws on response to web surveys. <i>Quality and Quantity</i> , 2010, 44, 357-373.	3.7	30
33	Detecting salient themes in financial marketing research from 1961 to 2010. <i>Service Industries Journal</i> , 2013, 33, 925-940.	8.3	26
34	Behavioral Model of Younger Users in M-Payment Systems. <i>Journal of Organizational Computing and Electronic Commerce</i> , 2015, 25, 169-190.	1.8	26
35	The Tipping Point in the Status of Socially Responsible Consumer Behavior Research? A Bibliometric Analysis. <i>Sustainability</i> , 2020, 12, 3141.	3.2	26
36	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.	3.7	24

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37	Do biometric payment systems work during the COVID-19 pandemic? Insights from the Spanish users' viewpoint. <i>Financial Innovation</i> , 2022, 8, 22.	6.4	22
38	The impact of risk on the technological acceptance of mobile payment services. <i>Global Business Perspectives</i> , 2013, 1, 309-328.	0.4	21
39	Adoption of homesharing platforms: a cross-cultural study. <i>Journal of Hospitality and Tourism Insights</i> , 2018, 1, 220-239.	3.4	19
40	Etourism advertising effectiveness: banner type and engagement as moderators. <i>Journal of Services Marketing</i> , 2018, 32, 462-475.	3.0	18
41	A review of comparative advertising research 1975-2018: Thematic and citation analyses. <i>Journal of Business Research</i> , 2020, 121, 73-84.	10.2	18
42	Qualitative insights into the commercialization of wood pellets: The case of Andalusia, Spain. <i>Biomass and Bioenergy</i> , 2014, 64, 245-255.	5.7	17
43	Drivers of purchase intention in Instagram Commerce. <i>Spanish Journal of Marketing - ESIC</i> , 2022, 26, 168-188.	5.2	15
44	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.	2.9	14
45	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.	7.8	12
46	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.	5.7	12
47	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.	2.5	12
48	Selling on Instagram: Factors that Determine the Adoption of Instagram Commerce. <i>International Journal of Human-Computer Interaction</i> , 2022, 38, 1004-1022.	4.8	12
49	Applying an automatic approach for showing up the hidden themes in financial marketing research (1961-2010). <i>Expert Systems With Applications</i> , 2012, 39, 11055-11065.	7.6	11
50	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.	2.1	11
51	The Application of Life Cycle Costing in Evaluating Military Investments: An Empirical Study at an International Scale. <i>Defence and Peace Economics</i> , 2011, 22, 509-543.	1.9	10
52	The acceptance of microblogging in the learning process: The $\hat{\mu}$ BAM model. <i>Journal of Technology and Science Education</i> , 2013, 3, .	1.2	9
53	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.	2.2	9
54	A multidimensional data model using the fuzzy model based on the semantic translation. <i>Information Systems Frontiers</i> , 2013, 15, 351-370.	6.4	6

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55	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.	4.3	6
56	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.	5.2	6
57	Influence of age in the adoption of new mobile payment systems. <i>Revista Brasileira De Gestao De Negocios</i> , 0, , 1390-1407.	0.5	5
58	Estrategias de enseñanza para la adquisición de competencias en formación profesional: perfiles de estudiantes. <i>Educación</i> , 2019, 55, 203.	0.4	5
59	The main determinants of adopting domestic biomass heating systems. <i>Sustainability Accounting, Management and Policy Journal</i> , 2020, 11, 409-428.	4.1	4
60	Comparative Study Among New Payment Systems and New Future Trends in Mobile Payments. <i>Advances in E-Business Research Series</i> , 2014, , 223-259.	0.4	3
61	Discovering prominent themes of the application of eye tracking technology in marketing research. <i>Cuadernos De Gestión</i> , 2022, 22, 97-113.	1.4	3
62	Characterisation of potential adopters of domestic biomass heating. <i>International Journal of Green Energy</i> , 2021, 18, 219-230.	3.8	2
63	Adoption of Biomass Heating Systems. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 177-206.	0.8	2
64	Influencia de la apelación del mensaje en la atención. Un estudio de eye-tracking. <i>Vivat Academia</i> , 0, , 33-60.	0.2	2
65	Applying Multi-objective Optimization for Variable Selection to Analyze User Trust in Electronic Banking. <i>Advances in Intelligent Systems and Computing</i> , 2012, , 143-152.	0.6	1
66	Adoption of Biomass Heating Systems. , 2017, , 959-988.		1
67	Conversion of Residential Heating Systems from Fossil Fuels to Biofuels: A Cross-Cultural Analysis. <i>Energies</i> , 2020, 13, 5063.	3.1	0
68	HOW DOES PRO-ENVIRONMENTAL BEHAVIOUR INFLUENCE THE ADOPTION OF RENEWABLE ENERGIES?. <i>Dyna (Spain)</i> , 2018, 93, 135-135.	0.2	0