

MarÃ-a Mercedes Rojas de Gracia

List of Publications by Year in descending order

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18
papers

130
citations

1307594

7
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1281871

11
g-index

18
all docs

18
docs citations

18
times ranked

92
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring the Opportunities of the Emojis in Brand Communication: The Case of the Beer Industry. <i>International Journal of Business Communication</i> , 2022, 59, 315-333.	2.6	25
2	Importance of family for individual tourist satisfaction. <i>Annals of Tourism Research</i> , 2020, 85, 103031.	6.4	20
3	Toward a gender understanding of the influence of the couple on family vacation decisions. <i>Tourism Management Perspectives</i> , 2016, 20, 290-298.	5.2	19
4	Couple dynamics in family holidays decision-making process. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 601-617.	8.0	15
5	Couple Roles in Subdecisions on Family Vacations. <i>Cornell Hospitality Quarterly</i> , 2018, 59, 160-173.	3.8	10
6	Couples' Decision-Making Process and Their Satisfaction with the Tourist Destination. <i>Journal of Travel Research</i> , 2019, 58, 824-836.	9.0	10
7	Is asking only one member of a couple sufficient to determine who influences tourism decisions?. <i>Journal of Destination Marketing & Management</i> , 2019, 12, 55-63.	5.3	8
8	Relationship between reputational aspects of companies and their share price in the online environment. <i>Technology in Society</i> , 2021, 64, 101500.	9.4	7
9	Reputational intelligence: innovating brand management through social media data. <i>Industrial Management and Data Systems</i> , 2019, 120, 40-56.	3.7	5
10	Proposal for Employing User-Generated Content as a Data Source for Measuring Tourism Destination Image. <i>Journal of Hospitality and Tourism Research</i> , 2023, 47, 643-664.	2.9	4
11	Results-Oriented Influencer Marketing Manual for the Tourism Industry. <i>Advances in E-Business Research Series</i> , 2019, , 249-275.	0.4	4
12	Data set on the influence of members of a couple on family vacation decision-making. <i>Data in Brief</i> , 2019, 25, 104233.	1.0	1
13	Usability Audit Model for Tourism Destination Websites. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 160-188.	0.8	1
14	The Methodological Context in Higher Education. <i>Advances in Educational Technologies and Instructional Design Book Series</i> , 2021, , 15-36.	0.2	1
15	Digital Marketing Best Practices for Management in Tourist Destinations. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2021, , 182-198.	0.3	0
16	A Usability Audit Model for Destination Websites Management in the Digital Economy. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2021, , 286-306.	0.3	0
17	Digital Marketing Best Practices for Management in Tourism Destinations. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2021, , 21-38.	0.2	0
18	Evaluation of Implementation of Gamification, Game-Based Learning, and Active Methodologies to the Flipped Classroom Model. <i>Advances in Mobile and Distance Learning Book Series</i> , 2022, , 142-164.	0.5	0