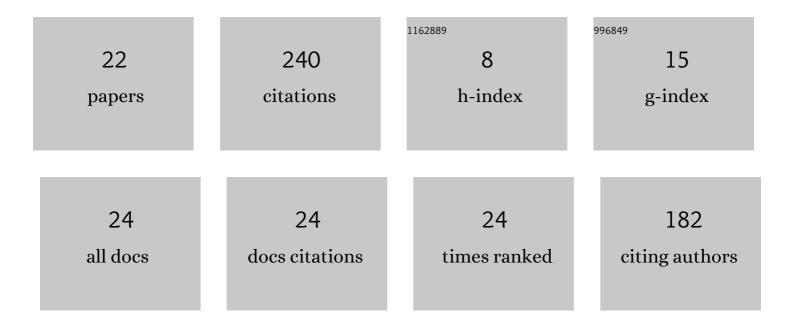
Jorge Vera

List of Publications by Year in descending order

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VCI5ION: 20210201



#	Article	IF	CITATIONS
1	Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers. Journal of Retailing and Consumer Services, 2013, 20, 579-586.	5.3	69
2	Perceived brand quality as a way to superior customer perceived value crossing by moderating effects. Journal of Product and Brand Management, 2015, 24, 147-156.	2.6	39
3	Green behaviour and switching intention towards remanufactured products in sustainable consumers as potential earlier adopters. Asia Pacific Journal of Marketing and Logistics, 2021, 33, 1776-1797.	1.8	23
4	Searching most influential variables to brand loyalty measurements: An exploratory study. Contaduria Y Administracion, 2017, 62, 600-624.	0.2	18
5	Do Consumers Really Care about Aspects of Corporate Social Responsibility When Developing Attitudes toward a Brand?. Journal of Global Marketing, 2022, 35, 193-207.	2.0	13
6	From E-Quality and Brand Perceptions to Repurchase: A Model to Explain Purchase Behaviour in a Web-Store. Journal of Theoretical and Applied Electronic Commerce Research, 2020, 15, 26-36.	3.1	13
7	Escala mexicana de calidad en el servicio en restaurantes (EMCASER). Innovar, 2017, 27, 43-60.	0.1	9
8	CONSUMER INVOLVEMENT AS A COVARIANT EFFECT IN RETHINKING THE AFFECTIVE-COGNITIVE RELATIONSHIP IN ADVERTISING EFFECTIVENESS. Journal of Business Economics and Management, 2019, 20, 208-224.	1.1	8
9	Who really values healthy food?. British Food Journal, 2020, 123, 720-738.	1.6	7
10	Two paths to customer loyalty: the moderating effect of the differentiation level strategy in the performance-satisfaction-value-intentions relationship. Journal of Product and Brand Management, 2016, 25, 171-183.	2.6	6
11	Comparison-based perceived attribute performance as a better antecedent of satisfaction, value and loyalty. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 1252-1268.	1.8	6
12	Medir desempeño del servicio de bancos detallistas en México: una adaptación del SERVPERF. Contaduria Y Administracion, 2018, 63, 51.	0.2	5
13	Ground Roasted Coffee Consumers' Ability to Determine Actual Quality: The Use of Attributes and the Role of Education Level in Mexico. Journal of Food Products Marketing, 2019, 25, 72-91.	1.4	4
14	The role of intangible attributes of luxury brands for signalling status: A systematic literature review. International Journal of Consumer Studies, 2023, 47, 2747-2766.	7.2	4
15	The more I know, the more I engage: consumer education's role in consumer engagement in the coffee shop context. British Food Journal, 2020, 123, 551-562.	1.6	2
16	Capital structure construct: a new approach to behavioral finance. Investment Management and Financial Innovations, 2019, 16, 86-97.	0.6	2
17	A Social Marketing Intervention to Improve Treatment Adherence in Patients with Type 1 Diabetes. International Journal of Environmental Research and Public Health, 2021, 18, 3622.	1.2	1
18	Consumer technology brands and the source of their performance. Cogent Business and Management, 2021, 8, .	1.3	0

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#	Article	IF	CITATIONS
19	Sophisticated Segments of the Market. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 249-269.	0.7	0
20	Switching intention towards the purchase of remanufactured cellphones: development of a scale in the Mexican context. , 2020, 41, 99-116.		0
21	Engagement hacia un producto vs. hacia una marca: una escala para el contexto mexicano. Contaduria Y Administracion, 2020, 66, 260.	0.2	0
22	Domestic confinement crisis and its un-intensifying effect on service quality expectations towards e-stores: the case of the COVID-19 pandemic in Mexico. International Review of Retail, Distribution and Consumer Research, 0, , 1-17.	1.3	0