

Jorge Vera

List of Publications by Year in descending order

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Version: 2024-02-01

22
papers

240
citations

1162889

8
h-index

996849

15
g-index

24
all docs

24
docs citations

24
times ranked

182
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of intangible attributes of luxury brands for signalling status: A systematic literature review. <i>International Journal of Consumer Studies</i> , 2023, 47, 2747-2766.	7.2	4
2	Do Consumers Really Care about Aspects of Corporate Social Responsibility When Developing Attitudes toward a Brand?. <i>Journal of Global Marketing</i> , 2022, 35, 193-207.	2.0	13
3	Consumer technology brands and the source of their performance. <i>Cogent Business and Management</i> , 2021, 8, .	1.3	0
4	A Social Marketing Intervention to Improve Treatment Adherence in Patients with Type 1 Diabetes. <i>International Journal of Environmental Research and Public Health</i> , 2021, 18, 3622.	1.2	1
5	Green behaviour and switching intention towards remanufactured products in sustainable consumers as potential earlier adopters. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, 33, 1776-1797.	1.8	23
6	Who really values healthy food?. <i>British Food Journal</i> , 2020, 123, 720-738.	1.6	7
7	The more I know, the more I engage: consumer education's role in consumer engagement in the coffee shop context. <i>British Food Journal</i> , 2020, 123, 551-562.	1.6	2
8	From E-Quality and Brand Perceptions to Repurchase: A Model to Explain Purchase Behaviour in a Web-Store. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2020, 15, 26-36.	3.1	13
9	Sophisticated Segments of the Market. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 249-269.	0.7	0
10	Switching intention towards the purchase of remanufactured cellphones: development of a scale in the Mexican context. , 2020, 41, 99-116.		0
11	Engagement hacia un producto vs. hacia una marca: una escala para el contexto mexicano. <i>Contaduria Y Administracion</i> , 2020, 66, 260.	0.2	0
12	Ground Roasted Coffee Consumers'™ Ability to Determine Actual Quality: The Use of Attributes and the Role of Education Level in Mexico. <i>Journal of Food Products Marketing</i> , 2019, 25, 72-91.	1.4	4
13	Comparison-based perceived attribute performance as a better antecedent of satisfaction, value and loyalty. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 1252-1268.	1.8	6
14	CONSUMER INVOLVEMENT AS A COVARIANT EFFECT IN RETHINKING THE AFFECTIVE-COGNITIVE RELATIONSHIP IN ADVERTISING EFFECTIVENESS. <i>Journal of Business Economics and Management</i> , 2019, 20, 208-224.	1.1	8
15	Capital structure construct: a new approach to behavioral finance. <i>Investment Management and Financial Innovations</i> , 2019, 16, 86-97.	0.6	2
16	Medir desempeÃ±o del servicio de bancos detallistas en MÃ©xico: una adaptaciÃ³n del SERVPERF. <i>Contaduria Y Administracion</i> , 2018, 63, 51.	0.2	5
17	Searching most influential variables to brand loyalty measurements: An exploratory study. <i>Contaduria Y Administracion</i> , 2017, 62, 600-624.	0.2	18
18	Escala mexicana de calidad en el servicio en restaurantes (EMCASER). <i>Innovar</i> , 2017, 27, 43-60.	0.1	9

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19	Two paths to customer loyalty: the moderating effect of the differentiation level strategy in the performance-satisfaction-value-intentions relationship. <i>Journal of Product and Brand Management</i> , 2016, 25, 171-183.	2.6	6
20	Perceived brand quality as a way to superior customer perceived value crossing by moderating effects. <i>Journal of Product and Brand Management</i> , 2015, 24, 147-156.	2.6	39
21	Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers. <i>Journal of Retailing and Consumer Services</i> , 2013, 20, 579-586.	5.3	69
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. <i>International Review of Retail, Distribution and Consumer Research</i> , 0, , 1-17.	1.3	0