

InÃ©s LÃ³pez

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4863071/publications.pdf>

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7
papers

87
citations

1684188
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1872680
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all docs

7
docs citations

7
times ranked

67
citing authors

#	ARTICLE	IF	CITATIONS
1	When Sharing Consumption Emotions With Strangers Is More Satisfying Than Sharing Them With Friends. <i>Journal of Service Research</i> , 2014, 17, 475-488.	12.2	47
2	Why Do People Initiate an Online Firestorm? The Role of Sadness, Anger, and Dislike. <i>International Journal of Electronic Commerce</i> , 2021, 25, 313-337.	3.0	13
3	Why should you respond to customer complaints on a personal level? The silent observer's perspective. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 661-684.	8.9	12
4	How harmful are online firestorms for brands?. <i>Spanish Journal of Marketing - ESIC</i> , 2019, 24, 133-151.	5.2	7
5	The customer journey: a proposal of indicators to evaluate integration and customer orientation. <i>Journal of Marketing Communications</i> , 2022, 28, 528-559.	4.0	6
6	Discovering Call Interaction Fluency: A Way to Improve Experiences with Call Centres. <i>Service Science</i> , 2020, 12, 26-42.	1.3	2
7	La distribuci3n de artÃculos deportivos en EspaÃ±a: evaluaci3n de la estrategia omnicanal del sector. <i>Redmarka Revista De Marketing Aplicado</i> , 2020, 24, 1-16.	0.3	0