

InÃ©s LÃ³pez

List of Publications by Year in descending order

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

Version: 2024-02-01

7
papers

87
citations

1684188

5
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

67
citing authors

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