

Álvaro J Rojas-Lamorena

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/49213/publications.pdf>

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5
papers

67
citations

2682572

2
h-index

2272923

4
g-index

5
all docs

5
docs citations

5
times ranked

9
citing authors

#	ARTICLE	IF	CITATIONS
1	A review of three decades of academic research on brand equity: A bibliometric approach using co-word analysis and bibliographic coupling. <i>Journal of Business Research</i> , 2022, 139, 1067-1083.	10.2	57
2	The relationship between brand experience and word-of-mouth in the TV-series sector: The moderating effect of culture and gender. <i>Journal of Marketing Communications</i> , 2022, 28, 506-527.	4.0	2
3	No More Drama. <i>Advances in Linguistics and Communication Studies</i> , 2021, , 274-299.	0.2	1
4	The Effect of Sociolinguism on Advertising Slogans. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019, , 126-143.	0.8	2
5	Sex, violence and stereotypes in the brand equity of a series. The case of Game of Thrones. <i>Cuadernos De Gestion</i> , 2019, 19, 15-40.	1.4	5