

# Aurora Garrido-Moreno

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4936183/publications.pdf>

Version: 2024-02-01

27  
papers

1,388  
citations

567281

15  
h-index

677142

22  
g-index

27  
all docs

27  
docs citations

27  
times ranked

1023  
citing authors

#	ARTICLE	IF	CITATIONS
1	Perceived playfulness, gender differences and technology acceptance model in a blended learning scenario. <i>Computers and Education</i> , 2013, 63, 306-317.	8.3	289
2	The Transformation of Higher Education After the COVID Disruption: Emerging Challenges in an Online Learning Scenario. <i>Frontiers in Psychology</i> , 2021, 12, 616059.	2.1	261
3	Analyzing the impact of knowledge management on CRM success: The mediating effects of organizational factors. <i>International Journal of Information Management</i> , 2011, 31, 437-444.	17.5	172
4	Open innovation in universities. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2012, 18, 417-439.	3.8	81
5	Factors affecting e-collaboration technology use among management students. <i>Computers and Education</i> , 2008, 51, 609-623.	8.3	78
6	Paving the way for CRM success: The mediating role of knowledge management and organizational commitment. <i>Information and Management</i> , 2014, 51, 1031-1042.	6.5	78
7	The missing link: Creating value with Social Media use in hotels. <i>International Journal of Hospitality Management</i> , 2018, 75, 94-104.	8.8	68
8	Unravelling the link between process innovation inputs and outputs: The moderating role of family management. <i>Journal of Family Business Strategy</i> , 2018, 9, 114-127.	5.7	49
9	Customer relationship management in hotels: examining critical success factors. <i>Current Issues in Tourism</i> , 2014, 17, 387-396.	7.2	46
10	Going beyond the curve: Strategic measures to recover hotel activity in times of COVID-19. <i>International Journal of Hospitality Management</i> , 2021, 96, 102928.	8.8	43
11	Fostering Corporate Entrepreneurship with the use of social media tools. <i>Journal of Business Research</i> , 2020, 112, 396-412.	10.2	37
12	Social Media use and value creation in the digital landscape: a dynamic-capabilities perspective. <i>Journal of Service Management</i> , 2020, 31, 313-343.	7.2	33
13	Exploring the role of knowledge management practices in fostering customer relationship management as a catalyst of marketing innovation. <i>Baltic Journal of Management</i> , 2015, 10, 393-412.	2.2	32
14	Social Media Use and the Challenge of Complexity: Evidence from the Technology Sector. <i>Journal of Business Research</i> , 2021, 129, 621-640.	10.2	29
15	Social Media Use in European Hotels: Benefits and Main Challenges. <i>Tourism and Management Studies</i> , 2016, 12, 172-179.	2.5	25
16	The Mediating Role of Knowledge Creation Processes in the Relationship Between Social Media and Open Innovation. <i>Journal of the Knowledge Economy</i> , 2023, 14, 1275-1297.	4.4	18
17	Technological innovation inputs, outputs and family management: evidence from Spanish manufacturing firms. <i>Innovation: Management, Policy and Practice</i> , 2018, 20, 299-325.	3.9	16
18	Empirical research on Innovation in Family Business: literature review and proposal of an integrative framework. <i>Revista Brasileira De Gestao De Negocios</i> , 2015, , 1064-1089.	0.5	11

#	ARTICLE	IF	CITATIONS
19	Social Media Use and Customer Engagement. , 2018, , 5775-5785.		7
20	Empleo de moodle en los procesos de ense�anza-aprendizaje de direcci3n de empresas: nuevo perfil del estudiante en el ees. Educaci3n XXI, 2014, 18, .	0.8	6
21	What�s Behind a Marathon? Process Management in Sports Running Events. Sustainability, 2020, 12, 6000.	3.2	4
22	Can Business Intelligence Enhance Organizational Performance Through Corporate Entrepreneurship?. Advances in Business Strategy and Competitive Advantage Book Series, 2020, , 198-221.	0.3	2
23	Use of E-Collaboration Technologies Among Students of Management. , 2008, , 667-672.		1
24	Gesti3n de relaciones con clientes como iniciativa estrat3gica: implementaci3n en hoteles.. Revista Venezolana De Gerencia, 2013, 17, .	0.5	1
25	Customer Relationship Management and Social Media Use. Advances in Information Quality and Management, 2014, , 1406-1414.	0.2	1
26	Does Organizational Readiness Matter? Analyzing CRM Implementation and Success in Small Companies. Proceedings - Academy of Management, 2012, 2012, 14440.	0.1	0
27	Are Learning and Innovation Relevant on European High-Tech Family Businesses?. Proceedings - Academy of Management, 2020, 2020, 18096.	0.1	0