

Eva Reinares-Lara

List of Publications by Year in descending order

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Version: 2024-02-01

39
papers

459
citations

840776

11
h-index

752698

20
g-index

43
all docs

43
docs citations

43
times ranked

313
citing authors

#	ARTICLE	IF	CITATIONS
1	Proposal for modeling social robot acceptance by retail customers: CAN model + technophobia. Journal of Retailing and Consumer Services, 2022, 64, 102813.	9.4	24
2	The role of cultural identity in Acceptance of wine innovations in wine regions. British Food Journal, 2022, ahead-of-print, .	2.9	2
3	From wearable to insideable: Is ethical judgment key to the acceptance of human capacity-enhancing intelligent technologies?. Computers in Human Behavior, 2021, 114, 106559.	8.5	16
4	Donor orientation and service quality: Key factors in active blood donors' satisfaction and loyalty. PLoS ONE, 2021, 16, e0255112.	2.5	1
5	Editorial: Omnichannel Customer Behavior: New Questions in the Age of Agility. Frontiers in Psychology, 2021, 12, 746147.	2.1	1
6	Journalists as radio advertising endorsers in news or talk radio stations. Journalism, 2020, 21, 1913-1931.	2.7	10
7	Modelling the role of anticipated emotions in blood donor behaviour: A cross-sectional study. Journal of Economic Psychology, 2020, 81, 102325.	2.2	4
8	The Cognitive Dimension and the Affective Dimension in the Patient's Experience. Frontiers in Psychology, 2019, 10, 2177.	2.1	7
9	The "right" wine taster. British Food Journal, 2019, 121, 675-696.	2.9	7
10	Managing point of purchase advertising: Effectiveness in terms of recall and recognition. Journal of Retailing and Consumer Services, 2019, 49, 289-296.	9.4	2
11	Knowing the Blood Nondonor to Activate Behaviour. Social Sciences, 2019, 8, 324.	1.4	4
12	Do you want to be a cyborg? The moderating effect of ethics on neural implant acceptance. Computers in Human Behavior, 2018, 85, 43-53.	8.5	33
13	Using Radio Advertising to Promote Blood Donation. Journal of Nonprofit and Public Sector Marketing, 2018, 30, 52-73.	1.6	13
14	Optimization of media planning variables for television based on the advertiser's industry. E A M: Economie A Management, 2018, 22, 189-205.	1.0	0
15	Assessing the acceptance of technological implants (the cyborg): Evidences and challenges. Computers in Human Behavior, 2017, 70, 104-112.	8.5	71
16	How does the radio spokesperson's voice influence credibility?. Communications: the European Journal of Communication Research, 2017, 42, .	0.5	1
17	Influence of radio spokesperson gender and vocal pitch on advertising effectiveness: The role of listener gender. Spanish Journal of Marketing - ESIC, 2017, 21, 63-71.	5.2	6
18	A proposal for a new system of classification for hotels based on information taken from a multi-sponsor loyalty program. Cuadernos De Gestion, 2017, 17, 15-36.	1.4	2

#	ARTICLE	IF	CITATIONS
19	Model of acceptance of a new type of beverage: application to natural sparkling red wine. Spanish Journal of Agricultural Research, 2017, 15, e0102.	0.6	13
20	Formatos de publicidad no convencional en televisión versus spots: un análisis basado en el recuerdo. Historia Y Comunicación Social, 2016, 21, 257-278.	0.4	3
21	Spot Length and Unaided Recall in Television: Optimizing Media Planning Variables in Advertising Breaks. Journal of Advertising Research, 2016, 56, 274.	2.1	11
22	Assessing the Moderating Effect of the End User in Consumer Behavior: The Acceptance of Technological Implants to Increase Innate Human Capacities. Frontiers in Psychology, 2016, 7, 132.	2.1	30
23	Multi-Vendor Loyalty Programs: Influencing Customer Behavioral Loyalty?. Frontiers in Psychology, 2016, 7, 204.	2.1	8
24	Nanoimplants that Enhance Human Capabilities: A Cognitive-Affective Approach to Assess Individuals' Acceptance of this Controversial Technology. Psychology and Marketing, 2016, 33, 704-712.	8.2	23
25	The Effects of Accent, Differentiation, and Stigmatization on Spokesperson Credibility in Radio Advertising. Journal of Global Marketing, 2016, 29, 15-28.	3.4	23
26	Do Affective Variables Make a Difference in Consumers Behavior Toward Mobile Advertising?. Frontiers in Psychology, 2016, 7, 2018.	2.1	14
27	Cognitive-affective model of acceptance of mobile phone advertising. E A M: Economía A Management, 2016, 19, 134-148.	1.0	9
28	Effectiveness of advertising formats in television. International Journal of Internet Marketing and Advertising, 2015, 9, 85.	0.2	3
29	Music in radio advertising: Effects on radio spokesperson credibility and advertising effectiveness. Psychology of Music, 2015, 43, 763-778.	1.6	9
30	Attitudes toward mobile advertising among users versus non-users of the mobile Internet. Telematics and Informatics, 2015, 32, 355-366.	5.8	78
31	Effectiveness of radio spokesperson's gender, vocal pitch and accent and the use of music in radio advertising. BRQ Business Research Quarterly, 2015, 18, 143-160.	3.7	23
32	La notoriedad de la marca como factor explicativo de la eficacia de las campañas publicitarias en televisión. ADResearch ESIC International Journal of Communication Research, 2015, 11, 8-25.	0.5	0
33	Ciclo de vida de los destinos turísticos y estrategias de comunicación: los casos de España y Chile. ADResearch ESIC International Journal of Communication Research, 2013, 07, 76-93.	0.5	1
34	ANÁLISIS COMPARATIVO DE LA EFICACIA PUBLICITARIA EN TELEVISIÓN: TELEPROMOCIÓN VERSUS SPOT *. Revista Española De Investigación De Marketing ESIC, 2012, 16, 49-84.	0.7	2
35	Antecedents and Consequences of Attitude Toward Mobile Advertising: The Spanish Case Study. Studies in Fuzziness and Soft Computing, 2012, , 297-312.	0.8	1
36	The Effectiveness of New Television Advertising Formats – A Real-Time Experiment in Spain. Marketing Review St Gallen, 2011, 28, 56-61.	0.6	4

#	ARTICLE	IF	CITATIONS
37	Aspectos legales de la publicidad en televisión y la defensa de los derechos de las audiencias. Icono14, 2007, 5, 311.	0.6	0
38	Research on tourist demand in Spain: An analysis and summary. Tourism Review, 1996, 51, 29-33.	0.1	0
39	La realidad aumentada como llave para abrir la tienda física al "mobile-assisted showroomer": ¿presente o futuro del "retail"? Revista De Marketing Y Publicidad, 0, , 31-60.	0.0	0