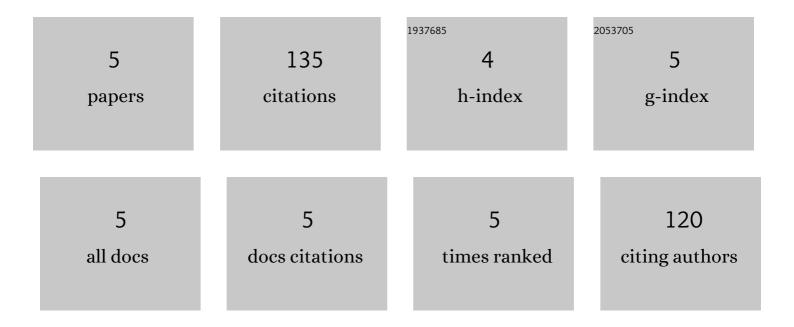
Silvia Cachero-MartÃ-nez

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/504877/publications.pdf Version: 2024-02-01



| # | Article | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | Building consumer loyalty through e-shopping experiences: The mediating role of emotions. Journal of Retailing and Consumer Services, 2021, 60, 102481. | 9.4 | 54 |
| 2 | LIVING POSITIVE EXPERIENCES IN STORE: HOW IT INFLUENCES SHOPPING EXPERIENCE VALUE AND SATISFACTION?. Journal of Business Economics and Management, 2017, 18, 537-553. | 2.4 | 35 |
| 3 | Consumer Behaviour towards Organic Products: The Moderating Role of Environmental Concern. Journal of Risk and Financial Management, 2020, 13, 330. | 2.3 | 35 |
| 4 | Developing the Marketing Experience to Increase Shopping Time: The Moderating Effect of Visit Frequency. Administrative Sciences, 2018, 8, 77. | 2.9 | 9 |
| 5 | Multi-tiered private labels portfolio strategies: Effects on consumer behavior. Journal of Marketing Channels, 2018, 25, 36-46. | 0.4 | 2 |