

Silvia Cachero-Martínez

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/504877/publications.pdf>

Version: 2024-02-01

5
papers

135
citations

1937685

4
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

120
citing authors

#	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	Consumer Behaviour towards Organic Products: The Moderating Role of Environmental Concern. Journal of Risk and Financial Management, 2020, 13, 330.	2.3	35
3	Multi-tiered private labels portfolio strategies: Effects on consumer behavior. Journal of Marketing Channels, 2018, 25, 36-46.	0.4	2
4	Developing the Marketing Experience to Increase Shopping Time: The Moderating Effect of Visit Frequency. Administrative Sciences, 2018, 8, 77.	2.9	9
5	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