

# MarÃ-a del Pilar MartÃ-nez-Ruiz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5215172/publications.pdf>

Version: 2024-02-01

97  
papers

1,237  
citations

516215

16  
h-index

454577

30  
g-index

99  
all docs

99  
docs citations

99  
times ranked

1046  
citing authors

| #  | ARTICLE  | IF  | CITATIONS |
|----|--|-----|-----------|
| 1  | Social Media's Influence on Destination Image. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2022, , 230-246.   | 0.2 | 0         |
| 2  | Studying the impact of food values, subjective norm and brand love on behavioral loyalty. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102885.  | 5.3 | 23        |
| 3  | Exploring the knowledge structure of the relationship between value co-creation and customer satisfaction. <i>Management Decision</i> , 2022, ahead-of-print, .  | 2.2 | 3         |
| 4  | A Review of the Literature on Food Values and Their Potential Implications for Consumersâ€™ Food Decision Processes. <i>Sustainability</i> , 2022, 14, 271.  | 1.6 | 3         |
| 5  | Determinants of customer experience in e-services: the case of online universities. <i>Revista Brasileira De Gestao De Negocios</i> , 2021, , 1-20.  | 0.2 | 3         |
| 6  | Studying Customer Experience and Retention Using Applied Data Science and Artificial Intelligence. <i>Advances in Business Information Systems and Analytics Book Series</i> , 2021, , 192-222.                                    | 0.3 | 1         |
| 7  | CHALLENGE-BASED LEARNING: HOW TO LEARN MARKETING IN HEALTHCARE STUDIES?. <i>INTED Proceedings</i> , 2021, , .  | 0.0 | 0         |
| 8  | Food Values, Satisfaction, and Loyalty: Some Evidence in Grocery Retailing Acquired during the COVID-19 Pandemic. <i>Sustainability</i> , 2021, 13, 3908.  | 1.6 | 7         |
| 9  | Social media interactions and brand luxuriousness: the role of materialism. <i>Journal of Consumer Marketing</i> , 2021, 38, 434-444.  | 1.2 | 5         |
| 10 | Benefits of Online Sources of Information in the Tourism Sector: The Key Role of Motivation to Co-Create. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 2051-2072.                            | 3.1 | 4         |
| 11 | Marketing 4.0 and Internet Technologies in the Tourism Industry Context. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 2021, , 1679-1689.   | 0.3 | 3         |
| 12 | Food Values, Benefits and Their Influence on Attitudes and Purchase Intention: Evidence Obtained at Fast-Food Hamburger Restaurants. <i>Sustainability</i> , 2020, 12, 7749.   | 1.6 | 10        |
| 13 | The influence of food values on post-purchase variables at food establishments. <i>British Food Journal</i> , 2020, 122, 2061-2076.  | 1.6 | 9         |
| 14 | Editorial: Toward Consumer 4.0 Insights and Opportunities Under the Marketing 4.0 Scenario. <i>Frontiers in Psychology</i> , 2020, 11, 611114.   | 1.1 | 2         |
| 15 | The Management of Archeological Sites as Tourism Resources. , 2020, , 821-838.   |     | 1         |
| 16 | Does the product test really make a difference? Evidence from the launch of a new wine. <i>Food Quality and Preference</i> , 2019, 71, 422-430.  | 2.3 | 11        |
| 17 | Archeological Tourist Destination Image Formation: Influence of Information Sources on the Cognitive, Affective and Unique Image. <i>Frontiers in Psychology</i> , 2019, 10, 2382.   | 1.1 | 17        |
| 18 | Testing Model of Purchase Intention for Fast Food in Mexico: How do Consumers React to Food Values, Positive Anticipated Emotions, Attitude toward the Brand, and Attitude toward Eating Hamburgers?. <i>Foods</i> , 2019, 8, 369. | 1.9 | 32        |

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|----|--|-----|-----------|
| 19 | Studying Consumer Behavior in an Online Context: The Impact of the Evolution of the World Wide Web for New Avenues in Research. <i>Frontiers in Psychology</i> , 2019, 10, 2731. | 1.1 | 10        |
| 20 | Consumers'™ behaviour in fast-food restaurants: a food value perspective from Spain. <i>British Food Journal</i> , 2019, 121, 386-399.   | 1.6 | 19        |
| 21 | Marketing 4.0. , 2019, , 2172-2195.  |     | 6         |
| 22 | Social Media Marketing and Luxury Consumption: A Literature Review. <i>International Journal of Marketing Studies</i> , 2019, 11, 30.  | 0.2 | 4         |
| 23 | The Management of Archeological Sites as Tourism Resources. <i>International Journal of Computational Methods in Heritage Science</i> , 2018, 2, 97-111.                         | 0.9 | 2         |
| 24 | Identifying research topics in marketing science along the past decade: a content analysis. <i>Scientometrics</i> , 2018, 117, 293-312.  | 1.6 | 11        |
| 25 | Social Media as Information Sources and Their Influence on the Destination Image. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2018, , 265-283.           | 0.2 | 4         |
| 26 | Online Distribution Strategies. , 2018, , 340-361.   |     | 0         |
| 27 | Assessing the Use of Archaeological Sites as Cultural Tourism Resources. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2018, , 173-190.                    | 0.2 | 0         |
| 28 | Store attributes leading customer satisfaction with unplanned purchases. <i>Service Industries Journal</i> , 2017, 37, 277-295.  | 5.0 | 8         |
| 29 | The impact of retail store format on the satisfaction-loyalty link: An empirical investigation. <i>Journal of Business Research</i> , 2017, 77, 14-22.                           | 5.8 | 83        |
| 30 | Consumer-Brand Relationships under the Marketing 3.0 Paradigm: A Literature Review. <i>Frontiers in Psychology</i> , 2017, 08, 252.  | 1.1 | 37        |
| 31 | Editorial: From Consumer Experience to Affective Loyalty: Challenges and Prospects in the Psychology of Consumer Behavior 3.0. <i>Frontiers in Psychology</i> , 2017, 8, 2224.   | 1.1 | 10        |
| 32 | Marketing 4.0. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2017, , 94-117.  | 0.7 | 5         |
| 33 | Store Attributes and Consumer Satisfaction with Unplanned Purchases: An Empirical Research in Spain. <i>Springer Proceedings in Business and Economics</i> , 2017, , 19-27.      | 0.3 | 1         |
| 34 | Social media and hospitality marketing. , 2017, , 501-511.   |     | 0         |
| 35 | Key External Influences Affecting Consumers'™ Decisions Regarding Food. <i>Frontiers in Psychology</i> , 2016, 7, 1618.  | 1.1 | 16        |
| 36 | Assessing the Impact of Ethnocentrism in the Food Buying Decisions of International University Students. <i>Journal of Food Products Marketing</i> , 2016, 22, 279-303.          | 1.4 | 3         |

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|----|--|-----|-----------|
| 37 | Do Affective Variables Make a Difference in Consumers Behavior Toward Mobile Advertising?. <i>Frontiers in Psychology</i> , 2016, 7, 2018.   | 1.1 | 14        |
| 38 | Online Distribution Strategies. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 491-512.  | 0.7 | 1         |
| 39 | Attitude toward Private Label Brands. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 54-78.  | 0.7 | 0         |
| 40 | Private Labels at the Service of Retailers' Image and Competitive Positioning. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 104-125. | 0.7 | 1         |
| 41 | The Pursuit of Loyalty in Grocery Stores: Differences by Retail Format. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 387-387.         | 0.1 | 0         |
| 42 | Influence of social media on motivations for visiting a destination and image formation. <i>International Journal of Technology Marketing</i> , 2015, 10, 413.                               | 0.1 | 1         |
| 43 | Exploring the adjustment of international university students in relation to dietary practices. <i>British Food Journal</i> , 2015, 117, 2947-2974.  | 1.6 | 3         |
| 44 | Assessing the influence of social media on tourists's motivations and image formation of a destination. <i>International Journal of Quality and Service Sciences</i> , 2015, 7, 458-482.     | 1.4 | 34        |
| 45 | New service innovation success: Analyzing the influence of performance indicator nature. <i>Computers in Human Behavior</i> , 2015, 51, 1024-1031.   | 5.1 | 9         |
| 46 | A multidimensional analysis of the information sources construct and its relevance for destination image formation. <i>Tourism Management</i> , 2015, 48, 319-328.                           | 5.8 | 178       |
| 47 | The Influence of Value Co-Creation on Consumer Satisfaction. <i>International Journal of Online Marketing</i> , 2015, 5, 60-83.  | 0.9 | 8         |
| 48 | Personally Engaged with Retail Clients. , 2015, , 2060-2078.   |     | 0         |
| 49 | Value Co-Creation, Social Media, and Marketing 3.0. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2015, , 99-119.                             | 0.7 | 2         |
| 50 | Influences of product attributes on sojourners' food purchase decisions. <i>British Food Journal</i> , 2014, 116, 251-271.   | 1.6 | 14        |
| 51 | What differentiates Internet shoppers from Internet surfers?. <i>Service Industries Journal</i> , 2014, 34, 530-549.   | 5.0 | 15        |
| 52 | Statistical nonlinear analysis for reliable promotion decision-making. , 2014, 33, 156-168.  |     | 3         |
| 53 | Consumer satisfaction and loyalty in private-label food stores. <i>British Food Journal</i> , 2014, 116, 849-871.  | 1.6 | 17        |
| 54 | Personally Engaged with Retail Clients. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2014, , 219-237.  | 0.7 | 3         |

| #  | ARTICLE   | IF  | CITATIONS |
|----|---|-----|-----------|
| 55 | Dinamismo en el marketing mix y performance: evidencias obtenidas en empresas comerciales. Revista Perspectiva Empresarial, 2014, 1, 69-80.   | 0.1 | 0         |
| 56 | Marketing mix dynamism and performance: evidence from commercial firms. Revista Perspectiva Empresarial, 2014, 1, 69.   | 0.1 | 1         |
| 57 | Assessing ethical behaviours in the Spanish banking and insurance industries: evidence and challenges. International Journal of Human Resource Management, 2013, 24, 2173-2196.   | 3.3 | 24        |
| 58 | Major influences on buying decision processes by international university students. Differences by continent of origin. Appetite, 2013, 71, 104-112.  | 1.8 | 14        |
| 59 | ICT Use in Universities. , 2013, , 1075-1089.   |     | 0         |
| 60 | The effects of the current economic situation on customer satisfaction and retail patronage behaviour. Total Quality Management and Business Excellence, 2012, 23, 1207-1225.   | 2.4 | 14        |
| 61 | EVALUATING THE ECONOMIC AND REGIONAL IMPACT ON NATIONAL TRANSPORT AND INFRASTRUCTURE POLICIES WITH ACCESSIBILITY VARIABLES. Transport, 2012, 27, 414-427.   | 0.6 | 20        |
| 62 | Proactive orientation effects on product innovation activities: Empirical evidence. Innovation: Management, Policy and Practice, 2012, 14, 90-106.  | 2.6 | 4         |
| 63 | Good environmental practices in a traditional wine producer: an opportunity for global competition. International Journal of Business and Globalisation, 2012, 8, 131.  | 0.1 | 4         |
| 64 | On the differential benchmarking of promotional efficiency with machine learning modeling (I): Principles and statistical comparison. Expert Systems With Applications, 2012, 39, 12772-12783.  | 4.4 | 13        |
| 65 | On the differential benchmarking of promotional efficiency with machine learning modelling (II): Practical applications. Expert Systems With Applications, 2012, 39, 12784-12798.   | 4.4 | 8         |
| 66 | The impact of market orientation dimensions on client cooperation in the development of new service innovations. European Journal of Marketing, 2011, 45, 43-67.  | 1.7 | 37        |
| 67 | Aspectos que influyen en la consolidación de empresas: evidencias obtenidas en 14 países. Ingeniare, 2011, 19, 233-239.   | 0.1 | 1         |
| 68 | Assessing the consumer's choice of purchase channel in the tourism sector. EuroMed Journal of Business, 2011, 6, 77-99.   | 1.7 | 13        |
| 69 | Evaluation of Promotional and Cross-Promotional Effects Using Support Vector Machine Semiparametric Regression. Systems Engineering Procedia, 2011, 1, 465-472.   | 0.3 | 3         |
| 70 | Key service innovation drivers in the tourism sector: empirical evidence and managerial implications. Service Business, 2011, 5, 339-360.   | 2.2 | 51        |
| 71 | Assessing the maximum level of customer satisfaction in grocery stores. International Journal of Retail and Distribution Management, 2011, 39, 504-521.   | 2.7 | 19        |
| 72 | HOW ENTREPRENEURIAL CHARACTERISTICS INFLUENCE COMPANY CREATION: A CROSS-NATIONAL STUDY OF 22 COUNTRIES TESTED WITH PANEL DATA METHODOLOGY / VERSLUMO CHARAKTERISTIKÅ² Ä®TAKA Ä®MONÄ-S KÄ®RIMUI; STUDIJOS, ATLIKIOS 22 VALSTYBÄ-SE, REZULTATÅ² PRISTATYMAS. Journal of Business Economics and Management, 2011, 12, 529-545. | 1.1 | 17        |

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|----|--|-----|-----------|
| 73 | The Role of the Convenience and the Subjective Norm in the Intention of Purchase Across Internet (B2C): an application in the hospitality industry. <i>Revista Brasileira De Gestao De Negocios</i> , 2011, , 137-158. | 0.2 | 1         |
| 74 | Marketing and ICT integration as product innovation key factors. <i>International Journal of Technology Enhanced Learning</i> , 2010, 2, 183.  | 0.4 | 0         |
| 75 | Retail pricing decisions and product category competitive structure. <i>Decision Support Systems</i> , 2010, 49, 110-119.  | 3.5 | 15        |
| 76 | Factors influencing repeat visits to a destination: The influence of group composition. <i>Tourism Management</i> , 2010, 31, 862-870.   | 5.8 | 128       |
| 77 | Tourist destinations and luxury commerce: business opportunities. <i>Journal of Place Management and Development</i> , 2010, 3, 205-220.   | 0.7 | 0         |
| 78 | Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 278-285.                                     | 5.3 | 52        |
| 79 | Using store level scanner data to improve category management decisions: Developing positioning maps. <i>European Journal of Operational Research</i> , 2009, 198, 666-674.  | 3.5 | 7         |
| 80 | Spatial mapping of price competition using logit-type market share models and store-level scanner-data. <i>Journal of the Operational Research Society</i> , 2009, 60, 52-62.  | 2.1 | 3         |
| 81 | Designing a Predictive Performance Measurement and Control System to Maximize Customer Relationship Management Success. <i>Journal of Marketing Channels</i> , 2009, 16, 1-41.   | 0.4 | 19        |
| 82 | A Longitudinal Study to Assess the Most Influential Entrepreneurial Features on a New Firm's Growth. <i>Journal of Small Business and Entrepreneurship</i> , 2009, 22, 253-266.  | 3.0 | 10        |
| 83 | Success Factors in IT-Innovative Product Companies: A Conceptual Framework. <i>Communications in Computer and Information Science</i> , 2009, , 366-376.   | 0.4 | 4         |
| 84 | Consequences and Strategic Implications of Networked Enterprise and Human Resources. , 2009, , 185-190.  |     | 0         |
| 85 | Retail price promotion influences for product varieties in grocery stores: evidence from Spain. <i>International Journal of Retail and Distribution Management</i> , 2008, 36, 494-517.                                | 2.7 | 8         |
| 86 | Latent segmentation using store-level scanner data. <i>Journal of Product and Brand Management</i> , 2008, 17, 37-47.  | 2.6 | 6         |
| 87 | Using Support Vector Semiparametric Regression to Estimate the Effects of Pricing on Brand Substitution. <i>International Journal of Market Research</i> , 2008, 50, 533-557.  | 2.8 | 6         |
| 88 | Assessing the impact of temporary retail price discounts intervals using SVM semiparametric regression. <i>International Review of Retail, Distribution and Consumer Research</i> , 2006, 16, 181-197.                 | 1.3 | 11        |
| 89 | Using daily store-level data to understand price promotion effects in a semiparametric regression model. <i>Journal of Retailing and Consumer Services</i> , 2006, 13, 193-204.  | 5.3 | 30        |
| 90 | Evaluating temporary retail price discounts using semiparametric regression. <i>Journal of Product and Brand Management</i> , 2006, 15, 73-80.   | 2.6 | 17        |

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|----|--|-----|-----------|
| 91 | Success Factors in New Services Performance: A Research Agenda. <i>The Marketing Review</i> , 2006, 6, 265-284.  | 0.1 | 13        |
| 92 | Proactive Orientation Effects on Product Innovation Activities: Empirical Evidence. <i>Innovation: Management, Policy and Practice</i> , 0, , 945-979. | 2.6 | 1         |
| 93 | Demarketing. , 0, , .  |     | 3         |
| 94 | Online Distribution Strategies. , 0, , 515-536.  |     | 0         |
| 95 | ICT Use in Universities. , 0, , 20-34.   |     | 0         |
| 96 | E-CRM. , 0, , 436-444.   |     | 2         |
| 97 | Online Private Sales Clubs. , 0, , 380-387.  |     | 0         |