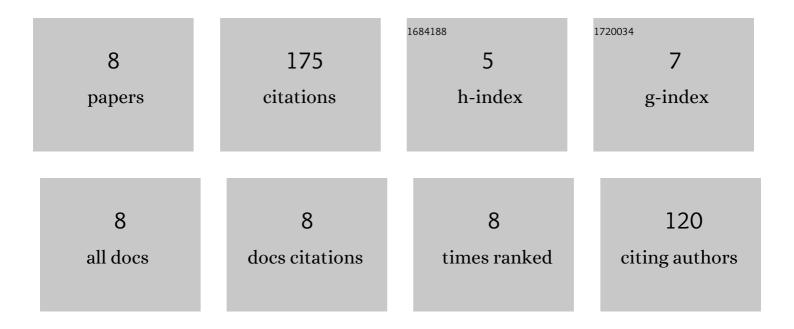
Belen Ruiz

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5543885/publications.pdf Version: 2024-02-01



RELEN RUIT

#	Article	IF	CITATIONS
1	Antecedents and consequences of bank reputation: a comparison of the United Kingdom and Spain. International Marketing Review, 2016, 33, 781-805.	3.6	53
2	Determinants of reputation of leading Spanish financial institutions among their customers in a context of economic crisis. BRQ Business Research Quarterly, 2014, 17, 259-278.	3.7	47
3	Analyzing the relationship between CSR and reputation in the banking sector. Journal of Retailing and Consumer Services, 2021, 61, 102552.	9.4	27
4	A multi-country study of bank reputation among customers in Africa: Key antecedents and consequences. Journal of Retailing and Consumer Services, 2020, 56, 102182.	9.4	25
5	Modelling customer-based bank reputation: the moderating role of uncertainty avoidance. International Journal of Bank Marketing, 2019, 37, 340-361.	6.4	17
6	Spain's reputation in China: analysing its effects on attitudes towards Spanish olive oil. British Food Journal, 2021, 123, 3536-3556.	2.9	4
7	Bank Positioning and Cause-Related Marketing: The Case of Contactmore by ING. Classroom Companion: Business, 2021, , 179-187.	10.7	1

Pro-environmental behaviour in China: analysing the impact of attitudinal and contextual factors (<i>Comportamiento proambiental en China: analizando el impacto de los factores actitudinales y) Tj ETQq0 0 0 rg**B.**5/Overlock 10 Tf 50 8