

# Belen Ruiz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5543885/publications.pdf>

Version: 2024-02-01

8  
papers

175  
citations

1684188

5  
h-index

1720034

7  
g-index

8  
all docs

8  
docs citations

8  
times ranked

120  
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents and consequences of bank reputation: a comparison of the United Kingdom and Spain. <i>International Marketing Review</i> , 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. <i>BRQ Business Research Quarterly</i> , 2014, 17, 259-278.	3.7	47
3	Analyzing the relationship between CSR and reputation in the banking sector. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102552.	9.4	27
4	A multi-country study of bank reputation among customers in Africa: Key antecedents and consequences. <i>Journal of Retailing and Consumer Services</i> , 2020, 56, 102182.	9.4	25
5	Modelling customer-based bank reputation: the moderating role of uncertainty avoidance. <i>International Journal of Bank Marketing</i> , 2019, 37, 340-361.	6.4	17
6	Spain's reputation in China: analysing its effects on attitudes towards Spanish olive oil. <i>British Food Journal</i> , 2021, 123, 3536-3556.	2.9	4
7	Bank Positioning and Cause-Related Marketing: The Case of Contactmore by ING. <i>Classroom Companion: Business</i> , 2021, , 179-187.	10.7	1
8	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</i> )	8.5	10