

Valentín Gallart-Camahort

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/571556/publications.pdf>

Version: 2024-02-01

7
papers

9
citations

3311381

1
h-index

2917675

2
g-index

7
all docs

7
docs citations

7
times ranked

2
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of customer engagement on retailer's brand equity components. Marketing and Management of Innovations, 2021, 5, 127-138.	1.5	0
2	Concepto de marca y sus perspectivas de análisis: una revisión de la literatura. Redmarka Revista De Marketing Aplicado, 2019, 23, 41-56.	0.3	1
3	Compromiso activo y valor de marca en el sector del lujo. Redmarka Revista De Marketing Aplicado, 2019, 23, 91-106.	0.3	1
4	DYNAMIZATION OF THE CLASSES OF INTERNATIONAL MARKETING USING PRACTICAL CASES IN COLLABORATION WITH COMPANIES AND WITH GROUPS OF DIFFERENT INTERNATIONAL UNIVERSITIES. EDULEARN Proceedings, 2017, , .	0.0	0
5	Influence of the Internet on Retailer's Perceived Quality in the Generation of Retailer's Brand Equity. Vision, 0, , 097226292199221.	2.4	5
6	Luxury Brands: awareness and image and its influence on loyalty and engagement. Contextus - Revista Contemporánea De Economía E Gestión, 0, 19, 305-315.	0.1	2
7	Principios de marketing estratégico. , 0, , .		0