

# Josefa D MartÃ-n-Santana

## List of Publications by Year in descending order

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Version: 2024-02-01

60  
papers

1,016  
citations

430442

18  
h-index

500791

28  
g-index

67  
all docs

67  
docs citations

67  
times ranked

919  
citing authors

#	ARTICLE	IF	CITATIONS
1	Blood donation barriers: How does donor profile affect them?. <i>International Review on Public and Nonprofit Marketing</i> , 2022, 19, 247-264.	1.3	6
2	The influence of service quality and anticipated emotions on donor loyalty: an empirical analysis in blood centres in Spain. <i>Health Care Management Science</i> , 2022, 25, 623-648.	1.5	1
3	Satisfaction, image, and loyalty can be enhanced with congruent olfactory treatments: the acid test of optician franchise stores in shopping centres and on the high street. <i>Journal of Strategic Marketing</i> , 2021, 29, 264-280.	3.7	5
4	Donor Orientation and Employee Attitudes and Behavior in Spanish Blood Transfusion Centers and Services. <i>Applied Research in Quality of Life</i> , 2021, 16, 1097-1121.	1.4	1
5	A review of research on neuromarketing using content analysis: key approaches and new avenues. <i>Cognitive Neurodynamics</i> , 2021, 15, 923-938.	2.3	8
6	Donor orientation and service quality: Key factors in active blood donors' satisfaction and loyalty. <i>PLoS ONE</i> , 2021, 16, e0255112.	1.1	1
7	The influence of sociodemographic and donation behaviour characteristics on blood donation motivations. <i>Blood Transfusion</i> , 2021, 19, 366-375.	0.3	0
8	Journalists as radio advertising endorsers in news or talk radio stations. <i>Journalism</i> , 2020, 21, 1913-1931.	1.8	10
9	Orientation Toward Key Non-family Stakeholders and Economic Performance in Family Firms: The Role of Family Identification with the Firm. <i>Journal of Business Ethics</i> , 2020, 163, 329-345.	3.7	10
10	Explaining the gap in the image of tourist destinations through the content of and exposure to secondary sources of information. <i>Current Issues in Tourism</i> , 2020, 23, 2572-2584.	4.6	8
11	Recruitment strategies: non-donor segmentation based on intrinsic and extrinsic stimuli. <i>Vox Sanguinis</i> , 2020, 115, 47-59.	0.7	10
12	Service quality in blood donation: satisfaction, trust and loyalty. <i>Service Business</i> , 2020, 14, 101-129.	2.2	34
13	From culture to behaviour: donor orientation and organisational identification. <i>Journal of Social Marketing</i> , 2020, 10, 397-425.	1.3	2
14	Modelling the role of anticipated emotions in blood donor behaviour: A cross-sectional study. <i>Journal of Economic Psychology</i> , 2020, 81, 102325.	1.1	4
15	The role of the human dimension in organizational agility: an empirical study in intensive care units. <i>Personnel Review</i> , 2020, 49, 1945-1964.	1.6	14
16	Familiness, social capital and market orientation in the family firm. <i>European Journal of Marketing</i> , 2020, 54, 1731-1760.	1.7	16
17	Complementary services at hotels in accordance with their pricing strategy and the price sensitivity of tourists. <i>International Journal of Hospitality Management</i> , 2020, 87, 102458.	5.3	14
18	Segmenting Active Blood Donors According to Their Barriers to Develop Retention Programs. <i>Transfusion Medicine Reviews</i> , 2019, 33, 176-182.	0.9	5

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19	Managing point of purchase advertising: Effectiveness in terms of recall and recognition. <i>Journal of Retailing and Consumer Services</i> , 2019, 49, 289-296.	5.3	2
20	Lines of Scientific Research in the Study of Blood Donor Behavior from a Social Marketing Perspective. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2019, , 1-52.	0.9	5
21	Knowing the Blood Nondonor to Activate Behaviour. <i>Social Sciences</i> , 2019, 8, 324.	0.7	4
22	Building successful franchise partnerships: the importance of communication and trust. <i>Management Decision</i> , 2018, 56, 1051-1064.	2.2	14
23	Family firms and the interests of non-family stakeholders: The influence of family managers' affective commitment and family salience in terms of power. <i>Business Ethics</i> , 2018, 27, 15-28.	3.5	16
24	Using Radio Advertising to Promote Blood Donation. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2018, 30, 52-73.	0.9	13
25	Antecedents and consequences of cultural intelligence in tourism. <i>Journal of Destination Marketing &amp; Management</i> , 2018, 8, 350-358.	3.4	32
26	The effect of Cultural Intelligence on consumer-based destination brand equity. <i>Annals of Tourism Research</i> , 2018, 72, 22-36.	3.7	33
27	Optimization of media planning variables for television based on the advertiser's industry. <i>E A M: Economía A Management</i> , 2018, 22, 189-205.	0.4	0
28	How does the radio spokesperson's voice influence credibility?. <i>Communications: the European Journal of Communication Research</i> , 2017, 42, .	0.3	1
29	Predicting market orientation through internal market orientation as culture and behaviour: an empirical application in Spanish hotels. <i>Service Industries Journal</i> , 2017, 37, 229-255.	5.0	17
30	Antecedents and consequences of destination image gap. <i>Annals of Tourism Research</i> , 2017, 62, 13-25.	3.7	124
31	How does confirmation of motivations influence on the pre- and post-visit change of image of a destination?. <i>European Journal of Management and Business Economics</i> , 2017, 26, 238-251.	1.7	14
32	Spot Length and Unaided Recall in Television: Optimizing Media Planning Variables in Advertising Breaks. <i>Journal of Advertising Research</i> , 2016, 56, 274.	1.0	11
33	Human resources management and performance in the hotel industry. <i>International Journal of Contemporary Hospitality Management</i> , 2016, 28, 490-515.	5.3	39
34	The Effects of Accent, Differentiation, and Stigmatization on Spokesperson Credibility in Radio Advertising. <i>Journal of Global Marketing</i> , 2016, 29, 15-28.	2.0	23
35	Understanding the Image of Self-Contained and Serviced Apartments. <i>Journal of Hospitality and Tourism Research</i> , 2015, 39, 373-400.	1.8	12
36	How to increase blood donation by social marketing. <i>International Review on Public and Nonprofit Marketing</i> , 2015, 12, 253-266.	1.3	25

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37	Music in radio advertising: Effects on radio spokesperson credibility and advertising effectiveness. <i>Psychology of Music</i> , 2015, 43, 763-778.	0.9	9
38	Board composition and performance in Spanish non-listed family firms: The influence of type of directors and CEO duality. <i>BRQ Business Research Quarterly</i> , 2015, 18, 213-229.	2.2	37
39	Family Social Capital, Trust within the TMT, and the Establishment of Corporate Goals Related to Nonfamily Stakeholders. <i>Family Business Review</i> , 2015, 28, 145-162.	4.5	48
40	Effectiveness of radio spokesperson's gender, vocal pitch and accent and the use of music in radio advertising. <i>BRQ Business Research Quarterly</i> , 2015, 18, 143-160.	2.2	23
41	A Motivation-Based Explanatory Model of Street Drinking among Young People. <i>Social Work in Public Health</i> , 2014, 29, 383-400.	0.7	5
42	The setting of non-financial goals in the family firm: The influence of family climate and identification. <i>Journal of Family Business Strategy</i> , 2014, 5, 289-299.	3.7	80
43	El clima familiar y la benevolencia entre los miembros del equipo de alta dirección como antecedentes de la orientación hacia los stakeholders en la empresa familiar. <i>Revista Europea De Dirección Y Economía De La Empresa</i> , 2014, 23, 11-21.	0.3	2
44	Influencia de la edad en la duración de la estancia y en la mortalidad de los pacientes que permanecen de forma prolongada en una Unidad de Cuidados Intensivos. <i>Revista Clínica Española</i> , 2014, 214, 74-78.	0.2	6
45	Magazine Advertising: Factors Influencing the Effectiveness of Celebrity Advertising. <i>Journal of Promotion Management</i> , 2013, 19, 139-166.	2.4	21
46	Development of an Advertising Impact Index to Test Advertisements in Magazines. <i>Journal of Current Issues and Research in Advertising</i> , 2013, 34, 107-124.	2.8	5
47	Intention of future donations: a study of donors versus non-donors. <i>Transfusion Medicine</i> , 2013, 23, 77-86.	0.5	22
48	Top management teams and performance in non-listed family firms. <i>Journal of Management and Organization</i> , 2013, 19, 405-423.	1.6	13
49	Outcome for tracheostomized patients who requiring prolonged stay in intensive care unit. <i>International Journal of Critical Illness and Injury Science</i> , 2013, 3, 286.	0.2	1
50	Successor's commitment and succession success: dimensions and antecedents in the small Spanish family firm. <i>International Journal of Human Resource Management</i> , 2012, 23, 2736-2762.	3.3	33
51	The effectiveness of web ads: rectangle vs contextual banners. <i>Online Information Review</i> , 2012, 36, 420-441.	2.2	14
52	Achieving donor repetition and motivation by block leaders among current blood donors. <i>Transfusion and Apheresis Science</i> , 2012, 47, 337-343.	0.5	31
53	A model of attitudes, beliefs, emotions and values to explain the Spanish youth street binge drinking phenomena. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 181-197.	1.3	2
54	CONSEJOS DE ADMINISTRACIÓN Y POTENCIAL PARA LA RESPONSABILIDAD SOCIAL DE LAS EMPRESAS FAMILIARES NO COTIZADAS ESPAÑOLAS1 Esta investigación ha sido financiada por el Ministerio de Ciencia e Innovación (Proyecto ECO2008-00265/ECON).. <i>Investigaciones Europeas De Dirección Y Economía De La Empresa</i> , 2011, 17, 47-67.	0.6	4

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55	Familiness and market orientation: A stakeholder approach. Journal of Family Business Strategy, 2011, 2, 34-42.	3.7	40
56	Model explaining the predisposition to donate blood from the social marketing perspective. International Journal of Nonprofit and Voluntary Sector Marketing, 2009, 14, 205-214.	0.5	17
57	Potential donor segregation to promote blood donation. Transfusion and Apheresis Science, 2008, 38, 133-140.	0.5	20
58	Why Attitudes Toward Advertising Are Not Universal: Cultural Explanations. Journal of Euromarketing, 2008, 17, 159-181.	0.0	9
59	Human resource systems as antecedents of hotel industry market orientation: An empirical study in the Canary Islands, Spain. International Journal of Hospitality Management, 2007, 26, 854-870.	5.3	22
60	Potenciando la lealtad de los donantes a través de la orientación al mercado y la calidad de servicio en los centros de transfusión de sangre. Revista De Marketing Y Publicidad, 0, , 69-101.	0.0	0