

# Bernardo Amezcua

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/587312/publications.pdf>

Version: 2024-02-01

5  
papers

23  
citations

2258059

3  
h-index

2550090

3  
g-index

5  
all docs

5  
docs citations

5  
times ranked

30  
citing authors

#	ARTICLE	IF	CITATIONS
1	When eWOM becomes cynical. International Journal of Consumer Studies, 2016, 40, 290-298.	11.6	9
2	Cause-Brand Community: Toward Consumer Citizenship. Journal of Nonprofit and Public Sector Marketing, 2018, 30, 1-36.	1.6	8
3	La disposición a pagar más por productos vinculados a la RSE: evidencia de un análisis conjunto en México. Contaduría Y Administración, 2018, 63, 19.	0.1	6
4	Financing Millennials in Developing Economies. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2018, , 104-133.	0.8	0
5	HÁBITOS DE ALIMENTACIÓN SALUDABLE EN ESTUDIANTES UNIVERSITARIOS. Revista De Investigaciones Universidad Del Quindío, 2021, 33, 199-211.	0.1	0