

# Jaime Romero

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6014751/publications.pdf>

Version: 2024-02-01

29  
papers

558  
citations

686830

13  
h-index

676716

22  
g-index

29  
all docs

29  
docs citations

29  
times ranked

394  
citing authors

#	ARTICLE	IF	CITATIONS
1	Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case study. <i>Journal of Business Research</i> , 2020, 119, 388-409.	5.8	102
2	Service robots and COVID-19: exploring perceptions of prevention efficacy at hotels in generation Z. <i>International Journal of Contemporary Hospitality Management</i> , 2021, 33, 4057-4078.	5.3	74
3	Customer Engagement Behaviors in Hospitality: Customer-Based Antecedents. <i>Journal of Hospitality Marketing and Management</i> , 2017, 26, 565-584.	5.1	63
4	Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102211.	5.3	48
5	A Latent Class Analysis of Spanish Travelers'™ Mobile Internet Usage in Travel Planning and Execution. <i>Cornell Hospitality Quarterly</i> , 2015, 56, 191-201.	2.2	34
6	A Partially Hidden Markov Model of Customer Dynamics for CLV Measurement. <i>Journal of Interactive Marketing</i> , 2013, 27, 185-208.	4.3	33
7	Exploring customer engagement in tourism. <i>Journal of Vacation Marketing</i> , 2018, 24, 293-306.	2.5	30
8	Better the devil you know? The moderating role of brand familiarity and indulgence vs. restraint cultural dimension on eWOM influence in the hospitality industry. <i>Journal of Hospitality Marketing and Management</i> , 2020, 29, 310-328.	5.1	28
9	Social media promotions and travelers'™ value-creating behaviors: the role of perceived support. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 633-650.	5.3	23
10	Service brand coolness in the construction of brand loyalty: A self-presentation theory approach. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102876.	5.3	19
11	Online media rivalry. <i>Online Information Review</i> , 2010, 34, 98-114.	2.2	16
12	Be a part of it: promoting WOM, eWOM, and content creation through customer identification. <i>Spanish Journal of Marketing - ESIC</i> , 2020, 24, 55-72.	2.7	16
13	Identifying the Influence of Product Design and Usage Situation on Consumer Choice. <i>International Journal of Market Research</i> , 2005, 47, 667-686.	2.8	15
14	Smart Speaker Recommendations: Impact of Gender Congruence and Amount of Information on Users' Engagement and Choice. <i>Frontiers in Psychology</i> , 2021, 12, 659994.	1.1	13
15	Relating Brand Equity and Customer Equity: An Exploratory Study. <i>International Journal of Market Research</i> , 2015, 57, 631-652.	2.8	9
16	Transhumanism and Engagement-Facilitating Technologies in Society. <i>Journal of Promotion Management</i> , 2022, 28, 537-558.	2.4	7
17	How old is your soul? Differences in the impact of eWOM on Generation X and millennials. <i>Journal of Hospitality and Tourism Insights</i> , 2021, ahead-of-print, .	2.2	6
18	The myth of price convergence under economic integration: A proposed explanation for the difference in food prices across European countries. <i>European Management Journal</i> , 2020, 38, 267-276.	3.1	4

#	ARTICLE	IF	CITATIONS
19	Re-incorporating usage situation in choice models: a base for future developments. <i>Journal of Marketing Management</i> , 2008, 24, 245-263.	1.2	3
20	Marketing assets: Relating brand equity and customer equity. <i>Intangible Capital</i> , 2016, 12, 591.	0.6	3
21	Retail services efficiency: impact of country-specific factors. <i>International Journal of Retail and Distribution Management</i> , 2019, 47, 774-792.	2.7	3
22	Investors' response to advertising: the role of media. <i>Journal of Marketing Management</i> , 2020, 36, 1505-1526.	1.2	3
23	Skill acquisition in blended learning courses: influence on student performance. <i>International Journal of Learning and Teaching</i> , 2016, 8, 30.	0.3	3
24	Co-building brand equity and customer equity through marketing capabilities: impact on competitive advantage. <i>International Journal of Business Environment</i> , 2016, 8, 344.	0.2	2
25	Automated problem generation in Learning Management Systems: a tutorial. <i>World Journal on Educational Technology: Current Issues</i> , 2016, 8, 119-131.	0.2	1
26	Formation of the Commercial Margins for Fresh Foods in Spain, 2001-2008. , 2009, , 107-126.		0
27	Trade Credit Periods in Retail Commerce for Products of Mass Consumption: An Application to Spanish Legislation. <i>European Retail Research</i> , 2010, , 51-70.	0.1	0
28	Co-building brand equity and customer equity through marketing capabilities: impact on competitive advantage. <i>International Journal of Business Environment</i> , 2016, 8, 344.	0.2	0
29	Capturing Market Mavens among Advergammers. , 0, , 291-305.		0