

# 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

687220

13  
h-index

677027

22  
g-index

29  
all docs

29  
docs citations

29  
times ranked

394  
citing authors

#	ARTICLE	IF	CITATIONS
1	Transhumanism and Engagement-Facilitating Technologies in Society. Journal of Promotion Management, 2022, 28, 537-558.	2.4	7
2	Service brand coolness in the construction of brand loyalty: A self-presentation theory approach. Journal of Retailing and Consumer Services, 2022, 65, 102876.	5.3	19
3	How old is your soul? Differences in the impact of eWOM on Generation X and millennials. Journal of Hospitality and Tourism Insights, 2021, ahead-of-print, .	2.2	6
4	Smart Speaker Recommendations: Impact of Gender Congruence and Amount of Information on Users' Engagement and Choice. Frontiers in Psychology, 2021, 12, 659994.	1.1	13
5	Service robots and COVID-19: exploring perceptions of prevention efficacy at hotels in generation Z. International Journal of Contemporary Hospitality Management, 2021, 33, 4057-4078.	5.3	74
6	Better the devil you know? The moderating role of brand familiarity and indulgence vs. restraint cultural dimension on eWOM influence in the hospitality industry. Journal of Hospitality Marketing and Management, 2020, 29, 310-328.	5.1	28
7	The myth of price convergence under economic integration: A proposed explanation for the difference in food prices across European countries. European Management Journal, 2020, 38, 267-276.	3.1	4
8	Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case study. Journal of Business Research, 2020, 119, 388-409.	5.8	102
9	Be a part of it: promoting WOM, eWOM, and content creation through customer identification. Spanish Journal of Marketing - ESIC, 2020, 24, 55-72.	2.7	16
10	Investors' response to advertising: the role of media. Journal of Marketing Management, 2020, 36, 1505-1526.	1.2	3
11	Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. Journal of Retailing and Consumer Services, 2020, 57, 102211.	5.3	48
12	Retail services efficiency: impact of country-specific factors. International Journal of Retail and Distribution Management, 2019, 47, 774-792.	2.7	3
13	Social media promotions and travelers' value-creating behaviors: the role of perceived support. International Journal of Contemporary Hospitality Management, 2019, 31, 633-650.	5.3	23
14	Exploring customer engagement in tourism. Journal of Vacation Marketing, 2018, 24, 293-306.	2.5	30
15	Customer Engagement Behaviors in Hospitality: Customer-Based Antecedents. Journal of Hospitality Marketing and Management, 2017, 26, 565-584.	5.1	63
16	Co-building brand equity and customer equity through marketing capabilities: impact on competitive advantage. International Journal of Business Environment, 2016, 8, 344.	0.2	2
17	Marketing assets: Relating brand equity and customer equity. Intangible Capital, 2016, 12, 591.	0.6	3
18	Skill acquisition in blended learning courses: influence on student performance. International Journal of Learning and Teaching, 2016, 8, 30.	0.3	3

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19	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
20	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
21	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
22	Relating Brand Equity and Customer Equity: An Exploratory Study. <i>International Journal of Market Research</i> , 2015, 57, 631-652.	2.8	9
23	A Partially Hidden Markov Model of Customer Dynamics for CLV Measurement. <i>Journal of Interactive Marketing</i> , 2013, 27, 185-208.	4.3	33
24	Online media rivalry. <i>Online Information Review</i> , 2010, 34, 98-114.	2.2	16
25	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
26	Formation of the Commercial Margins for Fresh Foods in Spain, 2001â€“2008. , 2009, , 107-126.		0
27	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
28	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
29	Capturing Market Mavens among Advergammers. , 0, , 291-305.		0