

# Joao Guerreiro

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/615481/publications.pdf>

Version: 2024-02-01

30  
papers

1,362  
citations

567144

15  
h-index

610775

24  
g-index

30  
all docs

30  
docs citations

30  
times ranked

846  
citing authors

#	ARTICLE	IF	CITATIONS
1	Mental Imagery, Product Involvement and Presence at Virtual Reality Supermarket. <i>Journal of Creative Communications</i> , 2023, 18, 79-92.	1.2	5
2	Past, present, and future of pro-environmental behavior in tourism and hospitality: a text-mining approach. <i>Journal of Sustainable Tourism</i> , 2022, 30, 258-278.	5.7	83
3	Transhumanism and Engagement-Facilitating Technologies in Society. <i>Journal of Promotion Management</i> , 2022, 28, 537-558.	2.4	7
4	How augmented reality media richness influences consumer behaviour. <i>International Journal of Consumer Studies</i> , 2022, 46, 2351-2366.	7.2	16
5	Neuroscience research in consumer behavior: A review and future research agenda. <i>International Journal of Consumer Studies</i> , 2022, 46, 2041-2067.	7.2	17
6	Artificial intelligence in business: State of the art and future research agenda. <i>Journal of Business Research</i> , 2021, 129, 911-926.	5.8	164
7	Autonomic emotional responses to food: Private label brands versus National Brands. <i>Journal of Consumer Behaviour</i> , 2021, 20, 440-448.	2.6	6
8	The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket. <i>Progress in IS</i> , 2021, , 17-28.	0.5	0
9	How escapism leads to behavioral intention in a virtual reality store with background music?. <i>Journal of Business Research</i> , 2021, 134, 288-300.	5.8	38
10	How to predict explicit recommendations in online reviews using text mining and sentiment analysis. <i>Journal of Hospitality and Tourism Management</i> , 2020, 43, 269-272.	3.5	80
11	20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. <i>Tourism Management</i> , 2020, 77, 104028.	5.8	295
12	Cause-Related Marketing in the Digital Era: How Enterprises Can Deal with International Campaigns in Individualist Versus Collectivist Countries. <i>Voluntas</i> , 2020, 31, 1330-1342.	1.1	5
13	Unraveling E-WOM Patterns Using Text Mining and Sentiment Analysis. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 88-100.	0.7	0
14	Do We Really Care About Artificial Intelligence?. <i>Advances in Computational Intelligence and Robotics Book Series</i> , 2020, , 234-251.	0.4	0
15	Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. <i>Journal of Hospitality Marketing and Management</i> , 2019, 28, 147-171.	5.1	71
16	How Fashion Brands Engage on Social Media: A Netnography Approach. <i>Journal of Promotion Management</i> , 2019, 25, 367-378.	2.4	25
17	Analysing Consumer-Brand Engagement Through Appreciative Listening on Social Network Platforms. <i>Journal of Promotion Management</i> , 2019, 25, 304-313.	2.4	31
18	Understanding the role of visual attention on wines' purchase intention: an eye-tracking study. <i>International Journal of Wine Business Research</i> , 2019, 32, 161-179.	1.0	15

#	ARTICLE	IF	CITATIONS
19	Unfolding the characteristics of incentivized online reviews. Journal of Retailing and Consumer Services, 2019, 47, 272-281.	5.3	36
20	Understanding the use of Virtual Reality in Marketing: A text mining-based review. Journal of Business Research, 2019, 100, 514-530.	5.8	188
21	HOW ATMOSPHERIC CUES IN A VIRTUAL REALITY FASHION STORES AFFECT THE SENSE OF PRESENCE. Global Fashion Management Conference, 2019, 2019, 819-823.	0.0	0
22	A decision support system framework to track consumer sentiments in social media. Journal of Hospitality Marketing and Management, 2018, 27, 693-710.	5.1	36
23	Improving international attractiveness of higher education institutions based on text mining and sentiment analysis. International Journal of Educational Management, 2018, 32, 431-447.	0.9	33
24	FASHION BRANDS COMMUNICATING AND INTERACTING IN INSTAGRAM: A NETNOGRAPHY APPROACH. Global Fashion Management Conference, 2018, 2018, 1352-1362.	0.0	2
25	THE PERCEPTION OF ACTIVE LISTENING PRACTICE ON SOCIAL NETWORKS. Global Fashion Management Conference, 2018, 2018, 1098-1106.	0.0	0
26	ANALYSING CUSTOMER ENGAGEMENT ON SOCIAL NETWORK PLATFORMS DEVOTED TO TOURISM AND HOSPITALITY. Global Fashion Management Conference, 2018, 2018, 239-240.	0.0	0
27	Are Yelp's tips helpful in building influential consumers?. Tourism Management Perspectives, 2017, 24, 151-154.	3.2	19
28	A Text Mining-Based Review of Cause-Related Marketing Literature. Journal of Business Ethics, 2016, 139, 111-128.	3.7	112
29	Attention, emotions and cause-related marketing effectiveness. European Journal of Marketing, 2015, 49, 1728-1750.	1.7	71
30	A Unified Approach to the Extraction of Rules from Artificial Neural Networks and Support Vector Machines. Lecture Notes in Computer Science, 2010, , 34-42.	1.0	7