

Lorena Blasco-Arcas

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6175851/publications.pdf>

Version: 2024-02-01

10
papers

653
citations

1162889

8
h-index

1474057

9
g-index

10
all docs

10
docs citations

10
times ranked

636
citing authors

#	ARTICLE	IF	CITATIONS
1	Using clickers in class. The role of interactivity, active collaborative learning and engagement in learning performance. Computers and Education, 2013, 62, 102-110.	5.1	364
2	Engagement platforms. Journal of Service Theory and Practice, 2016, 26, 559-589.	1.9	88
3	The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behavior. Internet Research, 2014, 24, 393-412.	2.7	64
4	Adopting television as a new channel for e-commerce. The influence of interactive technologies on consumer behavior. Electronic Commerce Research, 2013, 13, 457-475.	3.0	36
5	Organizing actor Engagement: A platform perspective. Journal of Business Research, 2020, 118, 74-85.	5.8	35
6	#COVID-19: Forms and drivers of social media users'™ engagement behavior toward a global crisis. Journal of Business Research, 2021, 135, 99-111.	5.8	34
7	The role of consumer data in marketing: A research agenda. Journal of Business Research, 2022, 146, 436-452.	5.8	16
8	Collaborating online: the roles of interactivity and personalization. Service Industries Journal, 2014, 34, 677-698.	5.0	12
9	Brand Contamination in Social Media: Consumers'™ Negative Influence on Luxury Brand Perceptions'™A Structured Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 265-269.	0.1	4
10	Crisis communication in service ecosystems: perspectives and future challenges. Journal of Service Management, 2022, ahead-of-print, .	4.4	0