Manuel J SÃ¡nchez-Franco

List of Publications by Year
in descending order

37 papers	**1,895** citations	471509 **17** h-index	454955 **30** g-index
37 all docs	**37** docs citations	**37** times ranked	**1638** citing authors

#	Article	IF	Citations
1	Variance-Based Structural Equation Modeling. , 2012, , 193-221.		450
2	The impact of marketing communication and price promotion on brand equity. Journal of Brand Management, 2005, 12, 431-444.	3.5	191
3	The moderating effect of gender on relationship quality and loyalty toward Internet service providers. Information and Management, 2009, 46, 196-202.	6.5	182
4	Exploring the influence of gender on the web usage via partial least squares. Behaviour and Information Technology, 2006, 25, 19-36.	4.0	166
5	WebCT â€" The quasimoderating effect of perceived affective quality on an extending Technology Acceptance Model. Computers and Education, 2010, 54, 37-46.	8.3	121
6	Exploring the impact of individualism and uncertainty avoidance in Web-based electronic learning: An empirical analysis in European higher education. Computers and Education, 2009, 52, 588-598.	8.3	115
7	The Moderating Effects of Involvement on the Relationships between Satisfaction, Trust and Commitment in e-Banking. Journal of Interactive Marketing, 2009, 23, 247-258.	6.2	113
8	Virtual travel communities and customer loyalty: Customer purchase involvement and web site design. Electronic Commerce Research and Applications, 2010, 9, 171-182.	5.0	110
9	A naive Bayes strategy for classifying customer satisfaction: A study based on online reviews of hospitality services. Journal of Business Research, 2019, 101, 499-506.	10.2	60
10	Expressive aesthetics to ease perceived community support: Exploring personal innovativeness and routinised behaviour as moderators in Tuenti. Computers in Human Behavior, 2010, 26, 1445-1457.	8.5	43
11	The influence of familiarity, trust and norms of reciprocity on an experienced sense of community: an empirical analysis based on social online services. Behaviour and Information Technology, 2015, 34, 392-412.	4.0	41
12	Understanding relationship quality in hospitality services. Internet Research, 2019, 29, 478-503.	4.9	41
13	Connection between customer emotions and relationship quality in online music services. Behaviour and Information Technology, 2010, 29, 633-651.	4.0	27
14	Un modelo empÃrico de adaptaciÃ³n y uso de la Web. Utilidad, facilidad de uso y flujo percibidos. Cuadernos De EconomÃa Y DirecciÃ³n De La Empresa, 2007, 10, 153-179.	0.5	24
15	Congruence and placement in sponsorship: An eye-tracking application. Physiology and Behavior, 2019, 200, 159-165.	2.1	22
16	Users' intrinsic and extrinsic drivers to use a web-based educational environment. Computers and Education, 2014, 74, 81-97.	8.3	20
17	Online Customer Service Reviews in Urban Hotels: A Data Mining Approach. Psychology and Marketing, 2016, 33, 1174-1186.	8.2	20
18	Relational governance mechanisms in export activities: Their determinants and consequences. Journal of Business Research, 2016, 69, 4750-4756.	10.2	19

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19	Do travelers' reviews depend on the destination? An analysis in coastal and urban peer‑to‑peer lodgings. Psychology and Marketing, 2022, 39, 441-459.	8.2	19
20	Social integration and post-adoption usage of Social Network Sites An analysis of effects on learning performance. Procedia, Social and Behavioral Sciences, 2011, 15, 256-262.	0.5	18
21	Searching for latent class segments in technological services. Service Industries Journal, 2010, 30, 831-849.	8.3	16
22	Using structural topic modelling to predict users' sentiment towards intelligent personal agents. An application for Amazon's echo and Google Home. Journal of Retailing and Consumer Services, 2021, 63, 102658.	9.4	15
23	What drives social integration in the domain of social network sites?. Online Information Review, 2015, 39, 5-25.	3.2	13
24	Analysis of FIFA referees and assistant referees' motivational factors towards the Multimedia Teaching Materials. Education and Information Technologies, 2017, 22, 841-872.	5.7	12
25	Antecedentes sociales y psicológicos del compromiso comunitario. Un análisis del comportamiento del usuario de una red social de relaciones. Cuadernos De Economía Y Dirección De La Empresa, 2012, 15, 205-220.	0.5	9
26	Exploring gender-based influences on key features of Airbnb accommodations. Economic Research-Ekonomska Istrazivanja, 2021, 34, 2484-2505.	4.7	9
27	Users' Perception of Visual Design and the Usefulness of A Web-based Educational Tool. Procedia, Social and Behavioral Sciences, 2013, 93, 1916-1921.	0.5	7
28	Should globally oriented online firms be flexible with their market strategies?. International Journal of Business Environment, 2006, 1, 350.	0.4	4
29	A knowledge structures exploration on social network sites. Kybernetes, 2017, 46, 818-839.	2.2	3
30	CEGUERA AL PATROCINADOR: APLICACIÓN A CARTELES DE EVENTOS DEPORTIVOS. RAE Revista De Administracao De Empresas, 2018, 58, 525-536.	0.3	2
31	Fuzzy metatopics predicting prices of Airbnb accommodations. Journal of Intelligent and Fuzzy Systems, 2021, 40, 1879-1891.	1.4	2
32	Modelling the Influence of eWOM on Loyalty Behaviour in Social Network Sites. , 2014, , 11-28.		1
33	PROPENSIÓN A INNOVAR EN TI Y RECIPROCIDAD EN EL ÁMBITO DE LAS REDES SOCIALES. RAE Revista De Administracao De Empresas, 2016, 56, 226-241.	0.3	0
34	Exploring the main drivers influencing brand loyalty to motorway services areas in Italy. Italian Journal of Marketing, 2020, 2020, 125-141.	2.8	0
35	Alcohol versus sponsorship: effectiveness in sports posters. British Food Journal, 2021, 123, 2398-2413.	2.9	0
36	The Influence of Customer Familiarity and Personal Innovativeness toward Information Technologies on the Sense of Virtual Community and Participation. Lecture Notes in Computer Science, 2011, , 265-279.	1.3	0

#	Article	IF	Citations
37	Gender Differences in the Technology's Classic Models in Social Network Sites. Advances in E-Business Research Series, 2014, , 126-142.	0.4	0