

Bruno Sousa

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6505287/publications.pdf>

Version: 2024-02-01

100
papers

791
citations

623734

14
h-index

610901

24
g-index

114
all docs

114
docs citations

114
times ranked

271
citing authors

#	ARTICLE	IF	CITATIONS
1	Factors influencing touristic consumer behaviour. <i>Journal of Organizational Change Management</i> , 2022, 35, 409-429.	2.7	70
2	Emotions and involvement in tourism settings. <i>Current Issues in Tourism</i> , 2022, 25, 1526-1531.	7.2	57
3	The role of relationship marketing in behavioural intentions of medical tourism services and guest experiences. <i>Journal of Hospitality and Tourism Insights</i> , 2019, 2, 224-240.	3.4	51
4	Towards a framework for the global wine tourism system. <i>Journal of Organizational Change Management</i> , 2021, , .	2.7	49
5	Encouraging the subsistence artisan entrepreneurship in handicraft and creative contexts. <i>Journal of Enterprising Communities</i> , 2019, 13, 64-83.	2.5	45
6	Experiential Marketing as Leverage for Growth of Creative Tourism: A Co-creative Process. <i>Smart Innovation, Systems and Technologies</i> , 2020, , 567-577.	0.6	35
7	The Role of Digital Marketing and Online Relationship Quality in Social Tourism. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 49-70.	0.8	27
8	Employer Branding Applied to SMEs: A Pioneering Model Proposal for Attracting and Retaining Talent. <i>Information (Switzerland)</i> , 2020, 11, 574.	2.9	25
9	The role of attachment in public management and place marketing contexts: a case study applied to Vila de Montalegre (Portugal). <i>International Journal of Public Sector Performance Management</i> , 2019, 5, 189.	0.1	22
10	Determiners in the Consumer's Purchase Decision Process in Ecotourism Contexts: A Portuguese Case Study. <i>Geosciences (Switzerland)</i> , 2020, 10, 224.	2.2	20
11	TOWARDS SOCIALLY SUSTAINABLE TOURISM IN CITIES: LOCAL COMMUNITY PERCEPTIONS AND DEVELOPMENT GUIDELINES. <i>Enlightening Tourism: A Pathmaking Journal</i> , 2019, 9, 168.	1.1	20
12	Encouraging consumer loyalty: the role of family business in hospitality. <i>Journal of Family Business Management</i> , 2021, ahead-of-print, .	3.4	19
13	The importance of museums in the tourist development and the motivations of their visitors: an analysis of the Costume Museum in Viana do Castelo. <i>Journal of Cultural Heritage Management and Sustainable Development</i> , 2020, 11, 39-57.	0.9	17
14	Boosters of satisfaction, performance and employee loyalty: application to a recruitment and outsourcing information technology organization. <i>Journal of Organizational Change Management</i> , 2021, 34, 1036-1046.	2.7	17
15	Heterogeneity of motivations and conflicts in pilgrim-to-pilgrim interaction: A research on the way of Saint James. <i>Tourism Management Perspectives</i> , 2020, 36, 100748.	5.2	15
16	Academic Tourism and Transport Services: Student Perceptions from a Social Responsibility Perspective. <i>Sustainability</i> , 2021, 13, 8794.	3.2	12
17	THE ROLE OF PERSONAL BRAND ON CONSUMER BEHAVIOUR IN TOURISM CONTEXTS: THE CASE OF MADEIRA. <i>Enlightening Tourism: A Pathmaking Journal</i> , 2019, 9, 38.	1.1	12
18	The brand attachment and consumer behaviour in sports marketing contexts: the case of football fans in Portugal. <i>International Journal of Sport Management and Marketing</i> , 2020, 20, 29.	0.2	11

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19	Bringing Network Coding into SDN: Architectural Study for Meshed Heterogeneous Communications. IEEE Communications Magazine, 2021, 59, 37-43.	6.1	11
20	A acessibilidade no etourism: um estudo na Ã³tica das pessoas portadoras de necessidades especiais. Pasos, 2019, 17, 709-723.	0.2	11
21	An Approach on Attachment in Public Marketing and Higher Education Management Contexts. Advances in Higher Education and Professional Development Book Series, 2019, , 151-171.	0.2	11
22	Green Consumer Behavior and Its Implications on Brand Marketing Strategy. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 69-95.	0.8	11
23	A theoretical contribution from the perspective of innovation process in wine tourism contexts. Marketing & Tourism Review, 2020, 4, .	0.1	8
24	Combat to Abandonment and Mistreatment of Animals: A Case Study Applied to the Public Security Police (Portugal). Management for Professionals, 2019, , 245-252.	0.5	7
25	'Portugal, the best destination': the case study of a CSR communication that changed mentalities and increased business performance. World Review of Entrepreneurship, Management and Sustainable Development, 2019, 15, 29.	0.2	7
26	Glamping and the Development of Sustainable Tourism: A Portuguese Case Study. World Sustainability Series, 2021, , 201-222.	0.4	7
27	Differentiation and Market Loyalty: An Approach to Cultural Tourism in Northern Portugal. Smart Innovation, Systems and Technologies, 2020, , 681-690.	0.6	7
28	The Theory of Attachment in Contexts of Public and Social Marketing: Study of the Program "Portugal Sou Eu" Approaches To Global Sustainability, Markets, and Governance, 2020, , 95-110.	0.5	7
29	Is Wine Tourism a Niche Tourism? Antecedents and Consequences of Wine as a Niche Tourism, a Conceptual Model. Smart Innovation, Systems and Technologies, 2021, , 353-362.	0.6	7
30	The Role of Relational Marketing in Specific Contexts of Tourism. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 223-243.	0.8	6
31	An Approach on Place Attachment, Involvement and Behavioural Intentions in Iberian Marketing Contexts: The Case of Galicia-North Portugal Euroregion: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2019, , 617-617.	0.2	6
32	'Portugal, the best destination': the case study of a CSR communication that changed mentalities and increased business performance. World Review of Entrepreneurship, Management and Sustainable Development, 2019, 15, 29.	0.2	6
33	Understanding the Role of Social Networks in Consumer Behavior in Tourism. Advances in Hospitality, Tourism and the Services Industry, 2020, , 367-384.	0.2	6
34	Movie Tourism and Attracting New Tourists in the Post-pandemic Period: A Niche Marketing Perspective. Smart Innovation, Systems and Technologies, 2021, , 373-384.	0.6	6
35	Tourism Business in a VUCA World: Marketing and Management Implications. Journal of Environmental Management and Tourism, 2021, 12, 867.	0.8	5
36	Um Estudo Sobre a Afetividade Aplicada ao FenÃ³meno do Futebol: Abordagem na Ã³tica dos Consumidores. Podium, 2018, 7, 293-312.	0.0	5

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37	Developing a Commercial Ethics Framework for Analysing Marketing Campaigns. International Journal of Service Science, Management, Engineering, and Technology, 2021, 13, 1-16.	1.1	5
38	The role of communication in consumer behavior in social and nonprofit marketing: the case of psp in Portugal. International Review on Public and Nonprofit Marketing, 2022, 19, 1-13.	2.0	4
39	Religious and Spiritual Tourism. Advances in Hospitality, Tourism and the Services Industry, 2021, , 44-64.	0.2	4
40	Understanding the Brand Management and Rebranding Processes in Specific Contexts of Medical Tourism. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 124-141.	0.8	4
41	Brand management and internationalization: A case study in the sports equipment industry. TÃ©khne, 2018, 16, 19-27.	0.8	4
42	Mapping the wine visit experience for tourist excitement and cultural experience. Annals of Leisure Research, 2023, 26, 567-583.	1.7	4
43	Drivers of customer behavioral intentions and the relationship with service quality in specific industry contexts. International Review of Retail, Distribution and Consumer Research, 2022, 32, 43-58.	2.0	4
44	Trends and Segmentation of Medical Tourism: An Approach to Reproductive Tourism. Smart Innovation, Systems and Technologies, 2022, , 223-233.	0.6	4
45	GESTÃ£o DE MARKETING E O SEXISMO NA COMUNICAÃ§Ã£o: O PAPEL DA LIDERANÃ§A. Psicologia Em Estudo, 0, 25, .	0.2	3
46	THE ROLE OF ATTACHMENT IN EMIGRANTS TOURISM DESTINATION CHOICE: A PERSPECTIVE ON ETHNIC TOURISM. Enlightening Tourism: A Pathmaking Journal, 2020, 10, 1.	1.1	3
47	Meassevuring E-Service Quality, Satisfaction and Loyalty of Customer in the Online Channel of the Modern Retail. IBIMA Business Review, 0, , 1-15.	0.2	3
48	Consumer Behaviour of Silver Singles on the E-Tourist Market. , 2020, 2020, 159-176.	0.2	3
49	A dinÃ¢mica diferenciadora e o processo de criaÃ§Ã£o na gestÃ£o de destinos turÃ©sticos. Revista Brasileira De Pesquisa Em Turismo, 2016, 10, 3-17.	0.4	3
50	The role of innovation in special interest tourism: a theoretical approach. Millenium, 2018, , 83-92.	0.2	3
51	O papel do marketing no turismo LGBT: um contributo exploratÃ³rio no contexto portuguÃ©s. Turismo E Sociedade, 2018, 11, .	0.0	3
52	The brand attachment and consumer behaviour in sports marketing contexts: the case of football fans in Portugal. International Journal of Sport Management and Marketing, 2020, 20, 29.	0.2	3
53	Supply Diversification and Coopetition in Rural Tourism. Smart Innovation, Systems and Technologies, 2021, , 192-206.	0.6	3
54	Assessment of the quality of the service perceived in specific contexts of management of a family business. Journal of Family Business Management, 2022, 12, 538-554.	3.4	3

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55	The role of technical and relational factors in trust and predisposition for online commerce: digital markets and consumer perspective. <i>International Journal of Electronic Customer Relationship Management</i> , 2021, 13, 166.	0.2	3
56	Residents' Attitudes Toward Place Marketing and Pro-environmental Behaviors at UNESCO World Heritage Sites. <i>Smart Innovation, Systems and Technologies</i> , 2022, , 71-86.	0.6	3
57	Understanding the Role of Social Networks in Consumer Behavior in Tourism. , 2022, , 1758-1775.		3
58	Accessible Tourism and Digital Platforms. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2021, , 235-247.	0.2	2
59	O papel da imagem dos eventos culturais na construção da marca de um destino turístico: O caso do evento "Braga Romana", 0, 33, 1-21.		2
60	Social and Strategic Partnership in Marketing Contexts. <i>Advances in Educational Marketing, Administration, and Leadership Book Series</i> , 2020, , 122-145.	0.2	2
61	Corporate social responsibility in the field of sports marketing. , 2020, , 108-118.		2
62	The role of relational marketing on the consumer buying decision of travel agencies. <i>Marketing & Tourism Review</i> , 2019, 4, .	0.1	2
63	Sports Tourism and Sports Events as a Niche Market in Oporto as a Tourism Destination. <i>Smart Innovation, Systems and Technologies</i> , 2021, , 610-623.	0.6	2
64	Managing Motivation (Outside) Business Contexts: Tourism and Teambuilding. <i>Smart Innovation, Systems and Technologies</i> , 2021, , 86-95.	0.6	2
65	Market Segmentation and Dark Tourism and the (Post) Pandemic Scenario. <i>Advances in Finance, Accounting, and Economics</i> , 2022, , 295-310.	0.3	2
66	Developing a Safety Climate Assessment Tool for Omani Construction Industry. <i>International Journal of Service Science, Management, Engineering, and Technology</i> , 2022, 13, 1-24.	1.1	2
67	The Urban Sensescapes and Sensory Destination Branding. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2022, , 276-293.	0.2	2
68	Encouraging Wine Storytelling in the Tourist Experience: A Preliminary Study. <i>Smart Innovation, Systems and Technologies</i> , 2022, , 235-242.	0.6	2
69	Sexism and Advertising in the Global World. <i>Advances in Linguistics and Communication Studies</i> , 2021, , 216-232.	0.2	1
70	The Role of New Technologies in people's Retention, Turnover and Internal Marketing: A Literature Review. <i>Smart Innovation, Systems and Technologies</i> , 2021, , 167-181.	0.6	1
71	Relationship Marketing and Communication as a Driver of Fundraising Loyalty and Success in Non-Profit Organizations. <i>Advances in Linguistics and Communication Studies</i> , 2021, , 62-77.	0.2	1
72	Consumer-Brand Relationship and Use of the Website in Virtual Communication in the Luxury Furniture Industry. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 158-177.	0.8	1

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73	The role of attachment in public management and place marketing contexts: a case study applied to Vila de Montalegre (Portugal). <i>International Journal of Public Sector Performance Management</i> , 2019, 5, 189.	0.1	1
74	O DARK TOURISM E A PERSPECTIVA CULTURAL NO MARKETING DOS TEMPOS MODERNOS. , 0, , 158-171.		1
75	Literatura e turismo no digital: o caso de Lisboa e Fernando Pessoa. <i>Revista Lusófona De Estudos Culturais</i> , 2020, 7, 185-201.	0.2	1
76	Integrated Marketing Communications in Contexts of Eco Tours in Porto (Portugal): Challenges (Post) Covid-19. , 0, , 1-11.		1
77	Digital Detox, Trends, and Segmentation in Tourism. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2022, , 155-169.	0.3	1
78	Digital Communication in Museums and Museological Spaces. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2022, , 271-290.	0.2	1
79	The Impact of River Tourism on the Development of the Demarcated Regions in Specific (Post-pandemic) Tj ETQq1 1 0.784314 rgBT /Ov	1	1
80	Green Marketing Trends in Specific Contexts of Tourism and Music Festivals: Preliminary Insights. <i>Smart Innovation, Systems and Technologies</i> , 2022, , 87-96.	0.6	1
81	Northern Portugal Tourism Experiences Management for the Post-Covid Period: Facing Demand Changes in Tourism Products and Services. <i>Smart Innovation, Systems and Technologies</i> , 2022, , 625-643.	0.6	1
82	The city shaped through the railway line: Albergaria-a-Velha, Portugal (1908-2018). <i>IOP Conference Series: Materials Science and Engineering</i> , 2019, 603, 042094.	0.6	0
83	The Influence of Tourist Characteristics on the Perceived Quality of Hostels in Portugal. <i>Advances in Hospitality, Tourism and the Services Industry</i> , 2021, , 221-240.	0.2	0
84	The Role of Technologies in Relationship Management and Internal Marketing. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 213-237.	0.8	0
85	The Contribution of Tourist Events to Local Development. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2021, , 107-121.	0.3	0
86	Social Concerns in Advertising. <i>Advances in Public Policy and Administration</i> , 2021, , 427-441.	0.1	0
87	Key Drivers of Performance and Profitability in a Social Business. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2021, , 264-281.	0.3	0
88	The role of e-marketing as in specific contexts of sports tourism. , 2021, , .		0
89	From Shaping of Pottery to Shaping of a Safe Tourism: The Case of the Artisanal Routes of Barcelos. , 2021, , 83-96.		0
90	A theoretical contribution from the perspective of sustainability in hospitality marketing management. <i>IOSR Journal of Business and Management</i> , 2016, 18, 15-20.	0.1	0

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91	NOVAS TENDÊNCIAS NA SEGMENTAÇÃO DO TURISMO TURÍSTICA: UM ESTUDO SOBRE MARKETING TERRITORIAL E TURISMO CINEMATOGRAFICO. Revista Gest&o Em análise, 2020, 9, 159.	0.0	0
92	Encouraging internationalization and sustainable competitiveness in construction. A preliminary approach in Portugal. International Journal of Social Ecology and Sustainable Development, 2022, 13, 0-0.	0.2	0
93	Entrepreneurship and University Brands: The Sense of Belonging in Higher Education. , 2020, , 57-66.		0
94	Development of a Destination Through eTourism: Experience and Creativity. , 2020, , 181-193.		0
95	The Influence of Tourist Photographic Narratives and Communication on Social Networks from the Perspective of Creative Tourism. Smart Innovation, Systems and Technologies, 2021, , 133-143.	0.6	0
96	Virtual Tourism and Challenges in a Post-Pandemic Context. Advances in Business Strategy and Competitive Advantage Book Series, 2022, , 122-137.	0.3	0
97	The role of technical and relational factors in trust and predisposition for online commerce: digital markets and consumer perspective. International Journal of Electronic Customer Relationship Management, 2021, 13, 1.	0.2	0
98	Communication and Marketing in the Fight Against Racism in the Sports Context. Advances in Human and Social Aspects of Technology Book Series, 2022, , 333-351.	0.3	0
99	O turismo gastronómico e a gestão de eventos: um contributo para o desenvolvimento local. Ágora, 2021, 23, 23-45.	0.0	0
100	2021, , .	0.1	0