

# Ines KÃ¼ster

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6553458/publications.pdf>

Version: 2024-02-01

71  
papers

989  
citations

471061

17  
h-index

525886

27  
g-index

72  
all docs

72  
docs citations

72  
times ranked

957  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer attitudes in the election of functional foods. Spanish Journal of Marketing - ESIC, 2017, 21, 65-79.	2.7	77
2	Market orientation and innovation: an interrelationship analysis. European Journal of Innovation Management, 2005, 8, 437-452.	2.4	72
3	Consumer feelings and behaviours towards well designed websites. Information and Management, 2011, 48, 166-177.	3.6	69
4	The importance of innovation in international textile firms. European Journal of Marketing, 2007, 41, 17-36.	1.7	66
5	Adaptation of Marketing Activities to Cultural and Social Context: Gender Role Portrayals and Sexism in Spanish Commercials. Sex Roles, 2008, 58, 379-390.	1.4	39
6	Compensation and control sales policies, and sales performance: the field sales manager's points of view. Journal of Business and Industrial Marketing, 2011, 26, 273-285.	1.8	34
7	A bibliometric analysis on packaging research: towards sustainable and healthy packages. British Food Journal, 2020, 123, 684-701.	1.6	33
8	Secrets to design an effective message on Facebook: an application to a touristic destination based on big data analysis. Current Issues in Tourism, 2019, 22, 1841-1861.	4.6	32
9	QUALITY MARKET ORIENTATION. Annals of Tourism Research, 2005, 32, 1022-1038.	3.7	30
10	Food packaging cues as vehicles of healthy information: Visions of millennials (early adults and) Tj ETQq0 0 0 rgBT /Overlock 10 Tf 50 38	2.9	30
11	The concept mapping approach in marketing: an application in the travel agencies sector. Qualitative Market Research, 2002, 5, 87-95.	1.0	28
12	Destination engagement on Facebook: Time and seasonality. Annals of Tourism Research, 2019, 79, 102747.	3.7	28
13	A comparison of marketing teaching methods in North American and European universities. Marketing Intelligence and Planning, 2006, 24, 319-331.	2.1	23
14	Relational content of travel and tourism websites. Asia Pacific Journal of Tourism Research, 2006, 11, 119-133.	1.8	22
15	How does the online service level influence consumers'™ purchase intentions before a transaction? A formative approach. European Journal of Management and Business Economics, 2016, 25, 111-120.	1.7	22
16	Predictors of tourist engagement: Travel motives and tourism destination profiles. Journal of Destination Marketing & Management, 2020, 16, 100412.	3.4	22
17	Successful SME web design through consumer focus groups. International Journal of Quality and Reliability Management, 2011, 28, 132-154.	1.3	21
18	Adolescents'™ food packaging perceptions. Does gender matter when weight control and health motivations are considered?. Food Quality and Preference, 2016, 52, 179-187.	2.3	21

#	ARTICLE	IF	CITATIONS
19	The market orientation-innovation-success relationship: The role of internationalization strategy. <i>Innovation: Management, Policy and Practice</i> , 2011, 13, 36-54.	2.6	20
20	Market orientation and industrial salesforce: diverse measure instruments. <i>Journal of Business and Industrial Marketing</i> , 2003, 18, 59-81.	1.8	16
21	Healthy lifestyle and eating perceptions: correlations with weight and low-fat and low-sugar food consumption in adolescence. <i>Frontiers in Life Science: Frontiers of Interdisciplinary Research in the Life Sciences</i> , 2017, 10, 48-62.	1.1	16
22	Segmenting the audience of a cause-related marketing viral campaign. <i>International Journal of Information Management</i> , 2021, 59, 102296.	10.5	15
23	Health/Nutrition food claims and low-fat food purchase: Projected personality influence in young consumers. <i>Journal of Functional Foods</i> , 2017, 38, 66-76.	1.6	14
24	Relational Strategies in the Textile Sector. <i>Journal of Relationship Marketing</i> , 2007, 5, 3-22.	2.8	13
25	Some determinants of salesforce effectiveness. <i>Team Performance Management</i> , 2008, 14, 296-326.	0.6	12
26	Can Health Perceptions, Credibility, and Physical Appearance of Low-Fat Foods Stimulate Buying Intentions?. <i>Foods</i> , 2020, 9, 866.	1.9	12
27	Quality practices and perceptions of Valencian hospitality enterprises: an empirical analysis. <i>International Journal of Quality and Reliability Management</i> , 1996, 13, 79-92.	1.3	11
28	Success and Internationalization: Analysis of the Textile Sector. <i>Journal of Global Marketing</i> , 2008, 21, 109-125.	2.0	11
29	Mature market segmentation: a comparison of artificial neural networks and traditional methods. <i>Neural Computing and Applications</i> , 2010, 19, 1-11.	3.2	11
30	Public versus private broadcastersâ€™ management. <i>Management Decision</i> , 2014, 52, 1368-1389.	2.2	11
31	Designing a packaging to promote healthy and low-fat foods: Adolescents versus young-adults. <i>Food Research International</i> , 2017, 99, 815-820.	2.9	11
32	Commercial versus technical cues to position a new product: Do hedonic and functional/healthy packages differ?. <i>Social Science and Medicine</i> , 2018, 198, 85-94.	1.8	11
33	Clustering the mediators between the sales control systems and the sales performance using the AMO model: A narrative systematic literature review. <i>Intangible Capital</i> , 2018, 14, 387.	0.6	11
34	Consumers' physiological and verbal responses towards product packages: Could these responses anticipate product choices?. <i>Physiology and Behavior</i> , 2019, 200, 166-173.	1.0	11
35	Market orientation in university: a case study. <i>International Journal of Educational Management</i> , 2010, 24, 597-614.	0.9	10
36	The role of usability on stimulating SMEâ€™s on line buying intention: an experiment based on a fictitious web site design. <i>Quality and Quantity</i> , 2012, 46, 117-136.	2.0	9

#	ARTICLE	IF	CITATIONS
37	Packing decision for low fat aliments: a review. Nutrition and Food Science, 2014, 44, 212-222.	0.4	9
38	How can NGOs prevent volunteers from quitting? The moderating role of the NGO type. Management Decision, 2019, 58, 201-220.	2.2	8
39	Effects of network market orientation on new ventures' international performance. International Journal of Business Environment, 2013, 5, 268.	0.2	7
40	The Moderating Role of Performance in the Link From Interactional Justice Climate to Mutual Trust Between Managers and Team Members. Psychological Reports, 2016, 118, 870-888.	0.9	7
41	Managing international distributorsâ€™ complaints: an exploratory study. Journal of Business and Industrial Marketing, 2020, 35, 1817-1829.	1.8	6
42	Teaching Media and Methods in Marketing: European and North American Universities. Journal of Teaching in International Business, 2009, 20, 64-79.	0.2	5
43	Differences between American and Indian consumers' visual images. Cross Cultural Management, 2013, 20, 50-67.	1.2	5
44	Antecedentes y efectos del burnout-engagement del vendedor. Cuadernos De EconomÃa Y Direcci3n De La Empresa, 2012, 15, 154-167.	0.5	4
45	La internacionalizaci3n como variable moderadora en las estrategias fabricante-distribuidor. Cuadernos De EconomÃa Y Direcci3n De La Empresa, 2013, 16, 259-269.	0.5	4
46	Designing a Low-Fat Food Packaging: Comparing Consumersâ€™ Responses in Virtual and Physical Shopping Environments. Foods, 2021, 10, 211.	1.9	4
47	Orientation response in low-fat foods: Differences based on product category and gender. International Journal of Consumer Studies, 2022, 46, 515-523.	7.2	4
48	Do experiential events create city brand?. Revista Brasileira De Gestao De Negocios, 2016, 18, 191-206.	0.2	3
49	Â¿Conduce la internacionalizaci3n al Ã©xito de una empresa familiar?: aplicaci3n al sector textil. Innovar, 2015, 25, 43-51.	0.1	3
50	Clustering Spanish alcoholic beverage shoppers to focus marketing strategies. International Journal of Wine Business Research, 2019, 31, 362-384.	1.0	2
51	A century of research on complaints: longitudinal bibliometric analysis of WoS (1900â€“2019). Total Quality Management and Business Excellence, 2023, 34, 71-96.	2.4	2
52	Small and medium enterprises web page design: a qualitative study. International Journal of Internet Marketing and Advertising, 2012, 7, 311.	0.1	1
53	Excellent products or servitisation? Analysing retailersâ€™ preference before and after a loyalty programme. Total Quality Management and Business Excellence, 2017, 28, 1378-1392.	2.4	1
54	What are you?: pragmatic, self-confident, #hashtag or a vital senior? Using marketing to curb alcoholism and encourage healthy consumption!. Journal of Food Products Marketing, 2018, 24, 880-905.	1.4	1

#	ARTICLE	IF	CITATIONS
55	Designing food packaging for the Spanish market: Do motivations differ between involved and non-involved adolescents?. Food Research International, 2018, 111, 642-649.	2.9	1
56	Prescribers' opinions to identify competitive groups: a comparative analysis in the pharmaceutical industry. Expert Review of Pharmacoeconomics and Outcomes Research, 2020, 21, 1-11.	0.7	1
57	Identifying profiles of complementary and alternative medicine believers and/or users. Complementary Therapies in Clinical Practice, 2020, 39, 101164.	0.7	1
58	A teachers' orientation approach to understand the university teacher-student relationship. Estudios Sobre Educacion, 0, 40, 149-172.	0.2	1
59	Consumer Culture. , 2013, , 72-99.		1
60	Tourism Marketing As a Tool to Improve Quality of Life Among Residents. Applying Quality of Life Research, 2019, , 25-41.	0.3	1
61	Notoriedad y credibilidad de marca como antecedentes de su apego. Obra Digital, 2019, , 63-76.	0.1	1
62	EDUCATIONAL BRANDING IN PRIVATE SPANISH UNIVERSITIES: BUILDING BRANDS THAT THE PUBLIC FALL IN LOVE WITH. Journal of Management and Business Education, 2020, 3, 145-163.	0.1	1
63	How Can Secure Websites Improve Buying Intention?. Journal of Organizational and End User Computing, 2014, 26, 41-59.	1.6	0
64	Segmentación del turista deportivo: el caso del espectador de la Fórmula 1. Investigaciones Turísticas, 2021, , 182.	0.1	0
65	Nutritional information labels and health claims to promote healthy consumption. Journal of Business and Industrial Marketing, 2021, ahead-of-print, .	1.8	0
66	Analysing Different Consumption Practices among Different Settings. , 2013, , 258-305.		0
67	Consumer Culture. , 2015, , 133-153.		0
68	Product Placement in Video Games. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 127-148.	0.7	0
69	BRAND CAPITAL IN HIGHER EDUCATION: THE EXTERNAL CUSTOMER, PUBLIC VERSUS PRIVATE. , 2016, , .		0
70	IS IT POSSIBLE TO MEASURE BRAND CAPITAL IN HIGHER EDUCATION?. EDULEARN Proceedings, 2016, , .	0.0	0
71	Brand attachment toward functional, symbolic and hedonic brands. Journal of Fashion Marketing and Management, 2022, ahead-of-print, 1-19.	1.5	0