

Ana Isabel JimÃ©nez-Zarco

List of Publications by Year in descending order

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65
papers

874
citations

687363

13
h-index

526287

27
g-index

71
all docs

71
docs citations

71
times ranked

859
citing authors

#	ARTICLE	IF	CITATIONS
1	Towards an Inclusive Museum Management Strategy. An Exploratory Study of Consumption Experience in Visitors with Disabilities. The Case of the CosmoCaixa Science Museum. Sustainability, 2021, 13, 660.	3.2	8
2	Studying Customer Experience and Retention Using Applied Data Science and Artificial Intelligence. Advances in Business Information Systems and Analytics Book Series, 2021, , 192-222.	0.4	1
3	CHALLENGE-BASED LEARNING: HOW TO LEARN MARKETING IN HEALTHCARE STUDIES?. INTED Proceedings, 2021, , .	0.0	0
4	Determinants of Catalan Public Primary Care Professionals' Intention to Use Digital Clinical Consultations (eConsulta) in the Post-COVID-19 Context: Mixed Methods Study. Journal of Medical Internet Research, 2021, 23, e28944.	4.3	14
5	Female Micro-Entrepreneurs and Social Networks: Diagnostic Analysis of the Influence of Social-Media Marketing Strategies on Brand Financial Performance. Frontiers in Psychology, 2021, 12, 630058.	2.1	13
6	Do People Trust in Robot-Assisted Surgery? Evidence from Europe. International Journal of Environmental Research and Public Health, 2021, 18, 12519.	2.6	12
7	Understanding the Determinants for the Adoption of Mobile Market Research: An Empirical Study in the Spanish Market Research Industry. Frontiers in Psychology, 2020, 11, 288.	2.1	3
8	Editorial: Toward Consumer 4.0 Insights and Opportunities Under the Marketing 4.0 Scenario. Frontiers in Psychology, 2020, 11, 611114.	2.1	2
9	KPI FOR STUDENTS SATISFACTION MEASUREMENT AS AN INDICATOR OF UNIVERSITY MANAGEMENT. Journal of Management and Business Education, 2020, 3, 108-128.	0.7	1
10	Airbnb and Collaborative Housing. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 203-220.	0.8	0
11	Country Brand Management. , 2020, , 943-969.		0
12	Challenges and Opportunities for Women Entrepreneurs. Palgrave Studies of Entrepreneurship in Africa, 2019, , 115-145.	0.2	4
13	Sustainability in Global Value-Chain Management: The Source of Competitive Advantage in the Fashion Sector. Palgrave Studies of Entrepreneurship in Africa, 2019, , 37-76.	0.2	5
14	Marketing 4.0. , 2019, , 2172-2195.		6
15	Discussion, Conclusion and Recommendations. Palgrave Studies of Entrepreneurship in Africa, 2019, , 183-194.	0.2	0
16	Determinants of the Intention to Use Teledermatology: Evidence From Dermatologists and Primary Care Physicians. JMIR Dermatology, 2019, 2, e14459.	0.7	0
17	Using Socrative App for Accounting Students in Higher Education. , 2018, , 293-313.		1
18	Social Media as Information Sources and Their Influence on the Destination Image. Advances in Hospitality, Tourism and the Services Industry, 2018, , 265-283.	0.2	4

#	ARTICLE	IF	CITATIONS
19	Consumer Expectations of Online Services in the Insurance Industry: An Exploratory Study of Drivers and Outcomes. <i>Frontiers in Psychology</i> , 2017, 8, 1254.	2.1	8
20	Editorial: From Consumer Experience to Affective Loyalty: Challenges and Prospects in the Psychology of Consumer Behavior 3.0. <i>Frontiers in Psychology</i> , 2017, 8, 2224.	2.1	10
21	Marketing 4.0. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2017, , 94-117.	0.8	5
22	Productivity on the Social Web. <i>Advances in E-Business Research Series</i> , 2017, , 45-68.	0.4	0
23	Social media and hospitality marketing. , 2017, , 501-511.		0
24	Visualizations of Online Course Interactions for Social Network Learning Analytics. <i>International Journal of Emerging Technologies in Learning</i> , 2016, 11, 6.	1.3	18
25	DETERMINANTS OF THE INTENTION TO USE TELEMEDICINE: EVIDENCE FROM PRIMARY CARE PHYSICIANS. <i>International Journal of Technology Assessment in Health Care</i> , 2016, 32, 29-36.	0.5	70
26	Online Distribution Strategies. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 491-512.	0.8	1
27	Country Brand Management. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 89-115.	0.8	1
28	Social CRM. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 134-159.	0.8	2
29	Old Strategies for Positioning in a New Market Segment. , 2016, , 611-624.		1
30	Barriers to Academic Entrepreneurship in Knowledge Based Spinoffs. <i>Advances in Electronic Government, Digital Divide, and Regional Development Book Series</i> , 2016, , 151-164.	0.2	0
31	Innovative Management of Spanish Academic Science Parks. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2016, , 419-444.	0.3	0
32	Fair Trade and Innovation in the Shopping Channel. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 389-415.	0.8	1
33	Online Distribution Channels for Global Luxury Brands. , 2016, , 966-980.		0
34	Private Labels at the Service of Retailers' Image and Competitive Positioning. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2016, , 104-125.	0.8	1
35	The Valuable Alliance between Social Media and E-Commerce. , 2016, , 2183-2199.		1
36	Influence of social media on motivations for visiting a destination and image formation. <i>International Journal of Technology Marketing</i> , 2015, 10, 413.	0.2	1

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37	Assessing the influence of social media on tourists'™ motivations and image formation of a destination. <i>International Journal of Quality and Service Sciences</i> , 2015, 7, 458-482.	2.4	34
38	Using learning methodologies and resources in the development of critical thinking competency: An exploratory study in a virtual learning environment. <i>Computers in Human Behavior</i> , 2015, 51, 1359-1366.	8.5	19
39	Using Social Media for CSR Communication and Engaging Stakeholders. <i>Developments in Corporate Governance and Responsibility</i> , 2015, , 165-185.	0.3	29
40	Applying social learning analytics to message boards in online distance learning: A case study. <i>Computers in Human Behavior</i> , 2015, 47, 68-80.	8.5	84
41	The co-learning process in healthcare professionals: Assessing user satisfaction in virtual communities of practice. <i>Computers in Human Behavior</i> , 2015, 51, 1303-1313.	8.5	43
42	New service innovation success: Analyzing the influence of performance indicator nature. <i>Computers in Human Behavior</i> , 2015, 51, 1024-1031.	8.5	9
43	A multidimensional analysis of the information sources construct and its relevance for destination image formation. <i>Tourism Management</i> , 2015, 48, 319-328.	9.8	178
44	Entrepreneurial Initiatives and Competitive Advantage in Technology-Based Companies: The Role of the Founding Team. , 2015, , 133-154.		0
45	Drivers of telemedicine use: comparative evidence from samples of Spanish, Colombian and Bolivian physicians. <i>Implementation Science</i> , 2014, 9, 128.	6.9	39
46	Using films to develop the critical thinking competence of the students at the Open University of Catalonia (UOC): Testing an audiovisual case methodology in a distance e-learning environment. <i>Computers in Human Behavior</i> , 2014, 30, 739-744.	8.5	10
47	Personally Engaged with Retail Clients. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2014, , 219-237.	0.8	3
48	Using an Audiovisual Case Methodology to Develop Critical Thinking Competence in Distance E-Learning Environment. <i>Advances in Higher Education and Professional Development Book Series</i> , 2014, , 171-187.	0.2	1
49	Challenges and Opportunities in the Management of Science Parks: design of a tool based on the analysis of resident companies. <i>Revista Brasileira De Gestao De Negocios</i> , 2013, , .	0.5	7
50	The Path Travelled from Thinking to Perception. <i>International Journal of Knowledge Society Research</i> , 2013, 4, 22-35.	0.8	0
51	The effects of the current economic situation on customer satisfaction and retail patronage behaviour. <i>Total Quality Management and Business Excellence</i> , 2012, 23, 1207-1225.	3.8	14
52	Proactive orientation effects on product innovation activities: Empirical evidence. <i>Innovation: Management, Policy and Practice</i> , 2012, 14, 90-106.	3.9	4
53	Good environmental practices in a traditional wine producer: an opportunity for global competition. <i>International Journal of Business and Globalisation</i> , 2012, 8, 131.	0.2	4
54	The impact of market orientation dimensions on client cooperation in the development of new service innovations. <i>European Journal of Marketing</i> , 2011, 45, 43-67.	2.9	37

#	ARTICLE	IF	CITATIONS
55	Key service innovation drivers in the tourism sector: empirical evidence and managerial implications. <i>Service Business</i> , 2011, 5, 339-360.	4.2	51
56	Assessing the maximum level of customer satisfaction in grocery stores. <i>International Journal of Retail and Distribution Management</i> , 2011, 39, 504-521.	4.7	19
57	Marketing and ICT integration as product innovation key factors. <i>International Journal of Technology Enhanced Learning</i> , 2010, 2, 183.	0.7	0
58	Customer satisfaction's key factors in Spanish grocery stores: Evidence from hypermarkets and supermarkets. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 278-285.	9.4	52
59	Designing a Predictive Performance Measurement and Control System to Maximize Customer Relationship Management Success. <i>Journal of Marketing Channels</i> , 2009, 16, 1-41.	0.4	19
60	Success Factors in IT-Innovative Product Companies: A Conceptual Framework. <i>Communications in Computer and Information Science</i> , 2009, , 366-376.	0.5	4
61	Consequences and Strategic Implications of Networked Enterprise and Human Resources. , 2009, , 185-190.		0
62	Success Factors in New Services Performance: A Research Agenda. <i>The Marketing Review</i> , 2006, 6, 265-284.	0.1	13
63	Drivers of telemedicine use: International evidence from three samples of physicians. <i>IN3 Working Paper Series</i> , 0, , .	0.0	1
64	Proactive Orientation Effects on Product Innovation Activities: Empirical Evidence. <i>Innovation: Management, Policy and Practice</i> , 0, , 945-979.	3.9	1
65	Online Private Sales Clubs. , 0, , 380-387.		0