

Jesus Garcia-Madariaga

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6737099/publications.pdf>

Version: 2024-02-01

30
papers

498
citations

840585

11
h-index

713332

21
g-index

31
all docs

31
docs citations

31
times ranked

387
citing authors

#	ARTICLE	IF	CITATIONS
1	Gamification and online consumer decisions: Is the game over?. <i>Decision Support Systems</i> , 2020, 128, 113167.	3.5	96
2	Residents' attitude as determinant of tourism sustainability: The case of Trujillo. <i>Journal of Hospitality and Tourism Management</i> , 2018, 35, 36-45.	3.5	58
3	Stakeholders Management Systems: Empirical Insights from Relationship Marketing and Market Orientation Perspectives. <i>Journal of Business Ethics</i> , 2007, 71, 425-439.	3.7	56
4	Do isolated packaging variables influence consumers' attention and preferences?. <i>Physiology and Behavior</i> , 2019, 200, 96-103.	1.0	51
5	The Influence of Opinion Leadersâ€™ eWOM on Online Consumer Decisions: A Study on Social Influence. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 748-767.	3.1	38
6	Corporate social responsibility, customer satisfaction, corporate reputation, and firmsâ€™ market value: Evidence from the automobile industry. <i>Spanish Journal of Marketing - ESIC</i> , 2017, 21, 39-53.	2.7	30
7	What Can Neuromarketing Tell Us about Food Packaging?. <i>Foods</i> , 2020, 9, 1856.	1.9	27
8	Revealing Unconscious Consumer Reactions to Advertisements That Include Visual Metaphors. A Neurophysiological Experiment. <i>Frontiers in Psychology</i> , 2020, 11, 760.	1.1	25
9	A Fuzzy Linguistic RFM Model Applied to Campaign Management. <i>International Journal of Interactive Multimedia and Artificial Intelligence</i> , 2019, 5, 21.	1.0	24
10	The Effect of Product Innovation, Promotion, and Price on Consumer Switching to Private Labels. <i>Journal of Marketing Channels</i> , 2015, 22, 192-201.	0.4	14
11	The importance of rewards in the management of multisponsor loyalty programmes. <i>Journal of Database Marketing and Customer Strategy Management</i> , 2007, 15, 37-48.	0.6	13
12	Optimizing website quality: the case of two superstar museum websites. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2019, 13, 16-36.	1.6	13
13	Tourism sustainability in archaeological sites. <i>Journal of Cultural Heritage Management and Sustainable Development</i> , 2018, 8, 276-292.	0.5	10
14	Does opinion leadership influence service evaluation and loyalty intentions? Evidence from an arts services provider. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 114-122.	5.3	7
15	Green Consumer Segmentation: Managerial and Environmental Implications from the Perspective of Business Strategies and Practices. <i>Innovation, Technology and Knowledge Management</i> , 2018, , 137-151.	0.4	6
16	A comparison between Fuzzy Linguistic RFM Model and traditional RFM model applied to Campaign Management. Case study of retail business.. <i>Procedia Computer Science</i> , 2019, 162, 281-289.	1.2	5
17	Archaeological tourism: looking for visitor loyalty drivers. <i>Journal of Heritage Tourism</i> , 2020, 15, 60-75.	1.6	5
18	A MODEL TO OBTAIN A SERVPERF SCALE EVALUATION OF THE CRM CUSTOMER COMPLAINTS: AN APPLICATION TO THE 4G TELECOMMUNICATIONS SECTOR. <i>Technological and Economic Development of Economy</i> , 2018, 24, 1606-1629.	2.3	5

#	ARTICLE	IF	CITATIONS
19	The influence of museums'™ websites on users'™ intentions. Esic-market, 2017, 48, .	0.4	4
20	¿CÓmo influye el liderazgo político en el comportamiento electoral subestatal? Una aproximación cualitativa. Cuadernos De Gobierno Y Administración Pública, 2019, 6, 163-184.	0.2	2
21	Influencers vs the power of the crowd: A research about social influence on digital era. Estudios Gerenciales, 0, , 601-609.	0.5	2
22	Analysis of effective recall in radio advertising. Journal of Communication Management, 2022, ahead-of-print, .	1.4	2
23	Is a Video Worth More Than a Thousand Images? A Neurophysiological Study on the Impact of Different Types of Product Display on Consumer Behaviour in e-Commerce. Springer Proceedings in Business and Economics, 2022, , 300-306.	0.3	2
24	Integrating a Tourism Service Quality Evaluation Linguistic Multi-criteria Decision Making Model into a Relational Database Management System. Advances in Intelligent Systems and Computing, 2018, , 408-418.	0.5	1
25	Chapter 8 Do Museums'™ Websites Boost Visitors'™ Intentions? A PLS Multigroup Comparison. , 2018, , 153-184.		1
26	DEMAND IMPACT FOR PRICES ENDING WITH "9" AND "0" IN ONLINE AND OFFLINE CONSUMER GOODS RETAIL TRADE CHANNELS. International Review of Management and Marketing, 2020, 10, 58-78.	0.1	1
27	The Role of Termination Fee Commitment in Developing Customer Value in the Telecommunication Industry: An Empirical Study. Services Marketing Quarterly, 2019, 40, 316-330.	0.7	0
28	Scanning Museumgoers Willingness to Pay More. International Journal of Hospitality and Tourism Administration, 2020, , 1-19.	1.7	0
29	Identificación y medición del liderazgo de opinión, la satisfacción y la lealtad del público en un servicio cultural. Esic-market, 2012, 43, 349-370.	0.4	0
30	A conceptual framework for customer value management. Revista De Marketing Y Publicidad, 0, , 43-65.	0.0	0