

Jesus Garcia-Madariaga

List of Publications by Year in descending order

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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	Analysis of effective recall in radio advertising. Journal of Communication Management, 2022, ahead-of-print, .	1.4	2
2	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
3	The Influence of Opinion Leaders's eWOM on Online Consumer Decisions: A Study on Social Influence. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 748-767.	3.1	38
4	Archaeological tourism: looking for visitor loyalty drivers. Journal of Heritage Tourism, 2020, 15, 60-75.	1.6	5
5	Gamification and online consumer decisions: Is the game over?. Decision Support Systems, 2020, 128, 113167.	3.5	96
6	What Can Neuromarketing Tell Us about Food Packaging?. Foods, 2020, 9, 1856.	1.9	27
7	Scanning Museumgoers Willingness to Pay More. International Journal of Hospitality and Tourism Administration, 2020, , 1-19.	1.7	0
8	Revealing Unconscious Consumer Reactions to Advertisements That Include Visual Metaphors. A Neurophysiological Experiment. Frontiers in Psychology, 2020, 11, 760.	1.1	25
9	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
10	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
11	Optimizing website quality: the case of two superstar museum websites. International Journal of Culture, Tourism and Hospitality Research, 2019, 13, 16-36.	1.6	13
12	A comparison between Fuzzy Linguistic RFM Model and traditional RFM model applied to Campaign Management. Case study of retail business.. Procedia Computer Science, 2019, 162, 281-289.	1.2	5
13	Do isolated packaging variables influence consumers' attention and preferences?. Physiology and Behavior, 2019, 200, 96-103.	1.0	51
14	A Fuzzy Linguistic RFM Model Applied to Campaign Management. International Journal of Interactive Multimedia and Artificial Intelligence, 2019, 5, 21.	1.0	24
15	¿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
16	Tourism sustainability in archaeological sites. Journal of Cultural Heritage Management and Sustainable Development, 2018, 8, 276-292.	0.5	10
17	Residents' attitude as determinant of tourism sustainability: The case of Trujillo. Journal of Hospitality and Tourism Management, 2018, 35, 36-45.	3.5	58
18	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

#	ARTICLE	IF	CITATIONS
19	Chapter 8 Do Museumsâ€™ Websites Boost Visitorsâ€™ Intentions? A PLS Multigroup Comparison. , 2018, , 153-184.		1
20	Green Consumer Segmentation: Managerial and Environmental Implications from the Perspective of Business Strategies and Practices. Innovation, Technology and Knowledge Management, 2018, , 137-151.	0.4	6
21	A MODEL TO OBTAIN A SERVPERF SCALE EVALUATION OF THE CRM CUSTOMER COMPLAINTS: AN APPLICATION TO THE 4G TELECOMMUNICATIONS SECTOR. Technological and Economic Development of Economy, 2018, 24, 1606-1629.	2.3	5
22	Does opinion leadership influence service evaluation and loyalty intentions? Evidence from an arts services provider. Journal of Retailing and Consumer Services, 2017, 39, 114-122.	5.3	7
23	Corporate social responsibility, customer satisfaction, corporate reputation, and firmsâ€™ market value: Evidence from the automobile industry. Spanish Journal of Marketing - ESIC, 2017, 21, 39-53.	2.7	30
24	The influence of museumsâ€™ websites on usersâ€™ intentions. Esic-market, 2017, 48, .	0.4	4
25	The Effect of Product Innovation, Promotion, and Price on Consumer Switching to Private Labels. Journal of Marketing Channels, 2015, 22, 192-201.	0.4	14
26	Identificaci3n y medici3n del liderazgo de opini3n, la satisfacci3n y la lealtad del p3blico en un servicio cultural. Esic-market, 2012, 43, 349-370.	0.4	0
27	The importance of rewards in the management of multisponsor loyalty programmes. Journal of Database Marketing and Customer Strategy Management, 2007, 15, 37-48.	0.6	13
28	Stakeholders Management Systems: Empirical Insights from Relationship Marketing and Market Orientation Perspectives. Journal of Business Ethics, 2007, 71, 425-439.	3.7	56
29	Influencers vs the power of the crowd: A research about social influence on digital era. Estudios Gerenciales, 0, , 601-609.	0.5	2
30	A conceptual framework for customer value management. Revista De Marketing Y Publicidad, 0, , 43-65.	0.0	0