José Ramón Saura

List of Publications by Year
in descending order

71 papers	**2,688** citations	172207 **29** h-index
73 all docs	**73** docs citations	**73** times ranked

205818 **48** g-index

1280 citing authors

#	Article	IF	Citations
1	Data-driven strategies in operation management: mining user-generated content in Twitter. Annals of Operations Research, 2024, 333, 849-869.	2.6	6
2	Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. Journal of Small Business Management, 2023, 61, 1278-1313.	2.8	42
3	Exploring the boundaries of open innovation: Evidence from social media mining. Technovation, 2023, 119, 102447.	4.2	125
4	A review of digital family businesses: setting marketing strategies, business models and technology applications. International Journal of Entrepreneurial Behaviour and Research, 2023, 29, 144-165.	2.3	12
5	Evaluating security and privacy issues of social networks based information systems in Industry 4.0. Enterprise Information Systems, 2022, 16, 1694-1710.	3.3	31
6	Revisiting the impact of perceived social value on consumer behavior toward luxury brands. European Management Journal, 2022, 40, 224-233.	3.1	22
7	Exploring the challenges of remote work on Twitter users' sentiments: From digital technology development to a post-pandemic era. Journal of Business Research, 2022, 142, 242-254.	5.8	94
8	A Teaching Guide for the Use of Artificial Intelligence Tools at Universities. Advances in Electronic Government, Digital Divide, and Regional Development Book Series, 2022, , 309-321.	0.2	1
9	How to Use Artificial Intelligence in Education?. Advances in Electronic Government, Digital Divide, and Regional Development Book Series, 2022, , 339-352.	0.2	0
10	Assessing behavioral data science privacy issues in government artificial intelligence deployment. Government Information Quarterly, 2022, 39, 101679.	4.0	55
11	Editorial: Online User Behavior and User-Generated Content. Frontiers in Psychology, 2022, 13, 895467.	1.1	10
12	Adopting digital reservation systems to enable circular economy in entrepreneurship. Management Decision, 2022, ahead-of-print, .	2.2	25
13	Social Media and User-Generated Content as a Teaching Innovation Tool in Universities. Advances in Higher Education and Professional Development Book Series, 2022, , 52-67.	0.1	3
14	Do tourism applications' quality and user experience influence its acceptance by tourists?. Review of Managerial Science, 2021, 15, 1205-1241.	4.3	30
15	Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. Journal of Innovation & Knowledge, 2021, 6, 92-102.	7.3	211
16	An Exploratory Approach to the Adoption Process of Bitcoin by Business Executives. Mathematics, 2021, 9, 355.	1.1	32
17	Ethical design in social media: Assessing the main performance measurements of user online behavior modification. Journal of Business Research, 2021, 129, 271-281.	5.8	78
18	A business model adoption based on tourism innovation: Applying a gratification theory to mobile applications. European Research on Management and Business Economics, 2021, 27, 100149.	3.4	37

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19	Towards a new era of mass data collection: Assessing pandemic surveillance technologies to preserve user privacy. Technological Forecasting and Social Change, 2021, 167, 120681.	6.2	142
20	Identifying Startups Business Opportunities from UGC on Twitter Chatting: An Exploratory Analysis. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 1929-1944.	3.1	9
21	Setting Privacy "by Default" in Social IoT: Theorizing the Challenges and Directions in Big Data Research. Big Data Research, 2021, 25, 100245.	2.6	40
22	Toward a Better Understanding of the Intention to Use mHealth Apps: Exploratory Study. JMIR MHealth and UHealth, 2021, 9, e27021.	1.8	34
23	Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. Industrial Marketing Management, 2021, 98, 161-178.	3.7	109
24	From user-generated data to data-driven innovation: A research agenda to understand user privacy in digital markets. International Journal of Information Management, 2021, 60, 102331.	10.5	118
25	Using data mining techniques to explore security issues in smart living environments in Twitter. Computer Communications, 2021, 179, 285-295.	3.1	63
26	Adapting Digital Strategies to a New Era. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 192-209.	0.7	1
27	Activism in the Digital Age. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 99-122.	0.7	0
28	Using Partial Least Squares Structural Equation Modeling to Measure the Moderating Effect of Gender: An Empirical Study. Mathematics, 2021, 9, 3150.	1.1	7
29	Marketing in the Public Sector—Benefits and Barriers: A Bibliometric Study from 1931 to 2020. Social Sciences, 2020, 9, 168.	0.7	8
30	The Impact of Environmental Social Media Publications on User Satisfaction with and Trust in Tourism Businesses. International Journal of Environmental Research and Public Health, 2020, 17, 5417.	1.2	19
31	Does SEO Matter for Startups? Identifying Insights from UGC Twitter Communities. Informatics, 2020, 7, 47.	2.4	3
32	Exploring key indicators of social identity in the #MeToo era: Using discourse analysis in UGC. International Journal of Information Management, 2020, 54, 102129.	10.5	51
33	Gaining a deeper understanding of nutrition using social networks and user-generated content. Internet Interventions, 2020, 20, 100312.	1.4	23
34	Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies. Sustainability, 2020, 12, 1003.	1.6	18
35	Marketing challenges in the #MeToo era: gaining business insights using an exploratory sentiment analysis. Heliyon, 2020, 6, e03626.	1.4	30
36	What Drives Volunteers to Accept a Digital Platform That Supports NGO Projects?. Frontiers in Psychology, 2020, 11, 429.	1.1	20

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37	Identifying key performance indicators for marketing strategies in mobile applications: a systematic literature review. International Journal of Electronic Marketing and Retailing, 2020, 11, 259.	0.1	5
38	Defining the Types of «Fakers» in Social Media. Marketing and Management of Innovations, 2020, , 231-236.	0.4	4
39	Innovación Docente y Redes Sociales:. , 2020, , 15-28.		2
40	The Digital Tourism Business. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 1-22.	0.7	15
41	Technology-Based Tourism Businesses: Extracting Actionable Knowledge and Insights from Social Networks. Studies on Entrepreneurship, Structural Change and Industrial Dynamics, 2020, , 47-65.	0.3	1
42	Identifying key performance indicators for marketing strategies in mobile applications: a systematic literature review. International Journal of Electronic Marketing and Retailing, 2020, 11, 259.	0.1	0
43	HOW ATTITUDES, VISION AND ABILITY TO CAPTURE OPPORTUNITIES AFFECT STARTUPS' BUSINESS CREATIVITY. Creativity Studies, 2020, 13, 387-405.	0.8	6
44	Modelos de Adopción de Tecnologías de la Información y Cloud Computing en las Organizaciones. Informacion Tecnologica (discontinued), 2019, 30, 3-12.	0.1	12
45	Comparing Data-Driven Methods for Extracting Knowledge from User Generated Content. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 74.	2.6	14
46	Are Black Friday Deals Worth It? Mining Twitter Users' Sentiment and Behavior Response. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 58.	2.6	38
47	The Impact of e-WOM on Hotels Management Reputation: Exploring TripAdvisor Review Credibility With the ELM Model. IEEE Access, 2019, 7, 68868-68877.	2.6	91
48	Mapping multispectral Digital Images using a Cloud Computing software: applications from UAV images. Heliyon, 2019, 5, e01277.	1.4	19
49	A Three-Stage method for Data Text Mining: Using UGC in Business Intelligence Analysis. Symmetry, 2019, 11, 519.	1.1	49
50	Comparing a Traditional Approach for Financial Brand Communication Analysis With a Big Data Analytics Technique. IEEE Access, 2019, 7, 37100-37108.	2.6	46
51	Detecting Indicators for Startup Business Success: Sentiment Analysis Using Text Data Mining. Sustainability, 2019, 11, 917.	1.6	88
52	The importance of information service offerings of collaborative CRMs on decision-making in B2B marketing. Journal of Business and Industrial Marketing, 2019, 35, 470-482.	1.8	40
53	Does User Generated Content Characterize Millennials' Generation Behavior? Discussing the Relation between SNS and Open Innovation. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 96.	2.6	20
54	How to Extract Meaningful Insights from UGC: A Knowledge-Based Method Applied to Education. Applied Sciences (Switzerland), 2019, 9, 4603.	1.3	23

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55	Innovation and Creativity in the Mobile Applications Industry: A Case Study of Mobile Health Applications (e-Health Apps). Innovation, Technology and Knowledge Management, 2019, , 121-135.	0.4	7
56	A study of the effects of programmatic advertising on users' concerns about privacy overtime. Journal of Business Research, 2019, 96, 61-72.	5.8	88
57	An empirical examination of adoption of mobile applications in Spain and Portugal, based in UTAUT. International Journal of Mobile Communications, 2019, 17, 579.	0.2	12
58	Digital Marketing Strategies Based on the E-Business Model. Advances in Logistics, Operations, and Management Science Book Series, 2019, , 86-103.	0.3	37
59	The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review. PeerJ Computer Science, 2019, 5, e219.	2.7	59
60	An Empirical Examination of Adoption of Mobile Applications in Spain and Portugal, based in UTAUT. International Journal of Mobile Communications, 2019, 17, 1.	0.2	0
61	Understanding User Behavioral Intention to Adopt a Search Engine that Promotes Sustainable Water Management. Symmetry, 2018, 10, 584.	1.1	38
62	Understanding the Influence of Wireless Communications and Wi-Fi Access on Customer Loyalty: A Behavioral Model System. Wireless Communications and Mobile Computing, 2018, 2018, 1-16.	0.8	33
63	Complexity in the Acceptance of Sustainable Search Engines on the Internet: An Analysis of Unobserved Heterogeneity with FIMIX-PLS. Complexity, 2018, 2018, 1-19.	0.9	27
64	Understanding #WorldEnvironmentDay User Opinions in Twitter: A Topic-Based Sentiment Analysis Approach. International Journal of Environmental Research and Public Health, 2018, 15, 2537.	1.2	105
65	Do Online Comments Affect Environmental Management? Identifying Factors Related to Environmental Management and Sustainability of Hotels. Sustainability, 2018, 10, 3016.	1.6	53
66	The Influence of Social Networks on the Development of Recruitment Actions that Favor User Interface Design and Conversions in Mobile Applications Powered by Linked Data. Mobile Information Systems, 2018, 2018, 1-11.	0.4	16
67	The Effect of Internet Searches on Afforestation: The Case of a Green Search Engine. Forests, 2018, 9, 51.	0.9	28
68	Attitudes Expressed in Online Comments about Environmental Factors in the Tourism Sector: An Exploratory Study. International Journal of Environmental Research and Public Health, 2018, 15, 553.	1.2	42
69	Understanding the Digital Marketing Environment with KPIs and Web Analytics. Future Internet, 2017, 9, 76.	2.4	115
70	University Incubators May Be Socially Valuable, but How Effective Are They? A Case Study on Business Incubators at Universities. Innovation, Technology and Knowledge Management, 2017, , 165-177.	0.4	29
71	"Marketing a través de aplicaciones móviles de turismo (m-tourism). Un estudio exploratorio". International Journal of World of Tourism, 2017, 4, 46-56.	0.5	17