Cristina Olarte-Pascual

List of Publications by Year
in descending order

44 papers	778 citations	566801 15 h-index	552369 26 g-index
44 all docs	44 docs citations	44 times ranked	493 citing authors

#	ARTICLE	IF	CITATIONS
1	Attitudes toward mobile advertising among users versus non-users of the mobile Internet. Telematics and Informatics, 2015, 32, 355-366.	3.5	78
2	Assessing the acceptance of technological implants (the cyborg): Evidences and challenges. Computers in Human Behavior, 2017, 70, 104-112.	5.1	71
3	The role of technology in an omnichannel physical store. Spanish Journal of Marketing - ESIC, 2018, 22, 63-82.	2.7	62
4	Understanding the customer experience in the age of omni-channel shopping. Icono14, 2017, 15, 92-114.	0.3	44
5	Towards the smart tourism destination: Key factors in information source use on the tourist shopping journey. Tourism Management Perspectives, 2020, 36, 100730.	3.2	43
6	The effects of the crisis on marketing innovation: an application for Spain. Journal of Business and Industrial Marketing, 2016, 31, 404-417.	1.8	42
7	Assessing the moderating effect of COVID-19 on intention to use smartphones on the tourist shopping journey. Tourism Management, 2021, 87, 104361.	5.8	36
8	Do you want to be a cyborg? The moderating effect of ethics on neural implant acceptance. Computers in Human Behavior, 2018, 85, 43-53.	5.1	33
9	Assessing the Moderating Effect of the End User in Consumer Behavior: The Acceptance of Technological Implants to Increase Innate Human Capacities. Frontiers in Psychology, 2016, 7, 132.	1.1	30
10	The impact of marketing innovation on companies' environmental orientation. Journal of Business and Industrial Marketing, 2020, 35, 1-12.	1.8	28
11	Key Factors for In-Store Smartphone Use in an Omnichannel Experience: Millennials vs. Nonmillennials. Complexity, 2018, 2018, 1-14.	0.9	26
12	Key Image Attributes to Elicit Likes and Comments on Instagram. Journal of Promotion Management, 2021, 27, 50-76.	2.4	24
13	Proposal for modeling social robot acceptance by retail customers: CAN model + technophobia. Journal of Retailing and Consumer Services, 2022, 64, 102813.	5.3	24
14	Nanoimplants that Enhance Human Capabilities: A Cognitive‐Affective Approach to Assess Individuals' Acceptance of this Controversial Technology. Psychology and Marketing, 2016, 33, 704-712.	4.6	23
15	Emotions, price and quality expectations in hotel services. Journal of Vacation Marketing, 2017, 23, 322-338.	2.5	21
16	Consumer Behavior in Shopping Streets: The Importance of the Salesperson's Professional Personal Attention. Frontiers in Psychology, 2016, 7, 125.	1.1	17
17	Wine tourism and purchase intention: a measure of emotions according to the PANAS scale. Journal of Wine Research, 2020, 31, 101-123.	0.9	17
18	From wearable to insideable: Is ethical judgment key to the acceptance of human capacity-enhancing intelligent technologies?. Computers in Human Behavior, 2021, 114, 106559.	5.1	16

#	Article	IF	Citations
19	Gender stereotypes in original digital video advertising. Journal of Gender Studies, 2020, 29, 403-419.	1.3	15
20	Do Affective Variables Make a Difference in Consumers Behavior Toward Mobile Advertising?. Frontiers in Psychology, 2016, 7, 2018.	1.1	14
21	Model of acceptance of a new type of beverage: application to natural sparkling red wine. Spanish Journal of Agricultural Research, 2017, 15, e0102.	0.3	13
22	Environmental objectives and non-technological innovation in Spanish manufacturing SMEs. Journal of Cleaner Production, 2021, 296, 126445.	4.6	12
23	Does the product test really make a difference? Evidence from the launch of a new wine. Food Quality and Preference, 2019, 71, 422-430.	2.3	11
24	Cognitive-affective model of acceptance of mobile phone advertising. E A M: Ekonomie A Management, 2016, 19, 134-148.	0.4	9
25	An empirical approach to marketing innovation in small and medium retailers: an application to the Spanish sector. Contemporary Economics, 2016, 10, 205-216.	1.3	9
26	Developing new "Professionals" Service learning in marketing as an opportunity to innovate in higher education. Studies in Educational Evaluation, 2019, 60, 163-169.	1.2	8
27	Application of geographical information systems for the optimal location of a commercial network. European Journal of Management and Business Economics, 2017, 26, 220-237.	1.7	7
28	The "right" wine taster. British Food Journal, 2019, 121, 675-696.	1.6	7
29	GAME OF THRONES IN CLASS. EFFECT OF GAMIFICATION ON AMOTIVATION AND PERCEIVED QUALITY. Journal of Management and Business Education, 2020, 3, 72-89.	0.1	6
30	Tourist purchases in a destination: what leads them to seek information from digital sources?. European Journal of Management and Business Economics, 2021, 30, 243-260.	1.7	5
31	Retail marketing innovation in Spain. International Journal of Innovation and Learning, 2013, 14, 453.	0.4	4
32	The smartphone: The tourist's on-site shopping friend. An extended cognitive, affective, normative model. Telematics and Informatics, 2021, 61, 101618.	3.5	4
33	Marketing Innovation as an Opportunity in a Situation of Uncertainty: The Spanish Case. Studies in Fuzziness and Soft Computing, 2012, , 327-341.	0.6	4
34	Diez tipos de expectativas. Revista Perspectiva Empresarial, 2016, 3, 109-124.	0.1	4
35	Formatos de publicidad no convencional en televisión versus spots: un análisis basado en el recuerdo. Historia Y Comunicacion Social, 2016, 21, 257-278.	0.2	3
36	Tourist Shopping and Omnichanneling. Advances in Hospitality, Tourism and the Services Industry, 2020, , 87-97.	0.2	2

#	Article	IF	Citations
37	El papel de la comunicaciÃ³n en el crowdfunding: estudio de un caso de Ã©xito cool. Icono14, 2016, 14, 280.	0.3	2
38	The role of cultural identity inÂacceptance of wine innovations in wine regions. British Food Journal, 2022, ahead-of-print, .	1.6	2
39	Antecedents and Consequences of Attitude Toward Mobile Advertising: The Spanish Case Study. Studies in Fuzziness and Soft Computing, 2012, , 297-312.	0.6	1
40	Diez tipos de expectativas. Revista Perspectiva Empresarial, 0, 3, 109.	0.1	1
41	Vino novedoso, Â¿a quiÃ©n dirigirlo?. Revista Perspectiva Empresarial, 2021, 7, 74-82.	0.1	0
42	GAME OF THRONES IN CLASS (EPISODE 2). Â¿IMPROVING GAMIFICATION REDUCES AMOTIVATION AND INCREASES SERVICE QUALITY IN CLASS?. Journal of Management and Business Education, 2021, 4, 165-182.	0.1	0
43	Motivations for choosing brick-and-mortar stores between urban commerce and shopping centers: the case of LogroÃ±o retail. Harvard Deusto Business Research, 2019, 8, 31.	0.3	0
44	La realidad aumentada como llave para abrir la tienda fÃsica al "mobile-assisted showroomer": Â¿presente o futuro del "retail"?. Revista De Marketing Y Publicidad, 0, , 31-60.	0.0	0