

# Cristina Olarte-Pascual

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7110517/publications.pdf>

Version: 2024-02-01

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	Proposal for modeling social robot acceptance by retail customers: CAN model + technophobia. Journal of Retailing and Consumer Services, 2022, 64, 102813.	5.3	24
2	The role of cultural identity in Acceptance of wine innovations in wine regions. British Food Journal, 2022, ahead-of-print, .	1.6	2
3	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
4	Key Image Attributes to Elicit Likes and Comments on Instagram. Journal of Promotion Management, 2021, 27, 50-76.	2.4	24
5	Vino novedoso, ¿a qui�n dirigi�lo?. Revista Perspectiva Empresarial, 2021, 7, 74-82.	0.1	0
6	GAME OF THRONES IN CLASS (EPISODE 2). IMPROVING GAMIFICATION REDUCES AMOTIVATION AND INCREASES SERVICE QUALITY IN CLASS?. Journal of Management and Business Education, 2021, 4, 165-182.	0.1	0
7	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
8	Environmental objectives and non-technological innovation in Spanish manufacturing SMEs. Journal of Cleaner Production, 2021, 296, 126445.	4.6	12
9	The smartphone: The tourist�s on-site shopping friend. An extended cognitive, affective, normative model. Telematics and Informatics, 2021, 61, 101618.	3.5	4
10	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
11	Gender stereotypes in original digital video advertising. Journal of Gender Studies, 2020, 29, 403-419.	1.3	15
12	The impact of marketing innovation on companies� environmental orientation. Journal of Business and Industrial Marketing, 2020, 35, 1-12.	1.8	28
13	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
14	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
15	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
16	Tourist Shopping and Omnichanneling. Advances in Hospitality, Tourism and the Services Industry, 2020, , 87-97.	0.2	2
17	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
18	Developing new �eProfessionals�. Service learning in marketing as an opportunity to innovate in higher education. Studies in Educational Evaluation, 2019, 60, 163-169.	1.2	8

#	ARTICLE	IF	CITATIONS
19	The "right" wine taster. British Food Journal, 2019, 121, 675-696.	1.6	7
20	Motivations for choosing brick-and-mortar stores between urban commerce and shopping centers: the case of Logroño retail. Harvard Deusto Business Research, 2019, 8, 31.	0.3	0
21	The role of technology in an omnichannel physical store. Spanish Journal of Marketing - ESIC, 2018, 22, 63-82.	2.7	62
22	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
23	Key Factors for In-Store Smartphone Use in an Omnichannel Experience: Millennials vs. Nonmillennials. Complexity, 2018, 2018, 1-14.	0.9	26
24	Emotions, price and quality expectations in hotel services. Journal of Vacation Marketing, 2017, 23, 322-338.	2.5	21
25	Assessing the acceptance of technological implants (the cyborg): Evidences and challenges. Computers in Human Behavior, 2017, 70, 104-112.	5.1	71
26	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
27	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
28	Understanding the customer experience in the age of omni-channel shopping. Icono14, 2017, 15, 92-114.	0.3	44
29	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
30	Consumer Behavior in Shopping Streets: The Importance of the Salesperson's Professional Personal Attention. Frontiers in Psychology, 2016, 7, 125.	1.1	17
31	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
32	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
33	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
34	Do Affective Variables Make a Difference in Consumers Behavior Toward Mobile Advertising?. Frontiers in Psychology, 2016, 7, 2018.	1.1	14
35	Cognitive-affective model of acceptance of mobile phone advertising. E A M: Economie A Management, 2016, 19, 134-148.	0.4	9
36	Diez tipos de expectativas. Revista Perspectiva Empresarial, 2016, 3, 109-124.	0.1	4

#	ARTICLE	IF	CITATIONS
37	An empirical approach to marketing innovation in small and medium retailers: an application to the Spanish sector. <i>Contemporary Economics</i> , 2016, 10, 205-216.	1.3	9
38	El papel de la comunicaci3n en el crowdfunding: estudio de un caso de �xito cool. <i>Icono14</i> , 2016, 14, 280.	0.3	2
39	Attitudes toward mobile advertising among users versus non-users of the mobile Internet. <i>Telematics and Informatics</i> , 2015, 32, 355-366.	3.5	78
40	Retail marketing innovation in Spain. <i>International Journal of Innovation and Learning</i> , 2013, 14, 453.	0.4	4
41	Marketing Innovation as an Opportunity in a Situation of Uncertainty: The Spanish Case. <i>Studies in Fuzziness and Soft Computing</i> , 2012, , 327-341.	0.6	4
42	Antecedents and Consequences of Attitude Toward Mobile Advertising: The Spanish Case Study. <i>Studies in Fuzziness and Soft Computing</i> , 2012, , 297-312.	0.6	1
43	La realidad aumentada como llave para abrir la tienda f�sica al "mobile-assisted showroomer": �presente o futuro del "retail"?. <i>Revista De Marketing Y Publicidad</i> , 0, , 31-60.	0.0	0
44	Diez tipos de expectativas. <i>Revista Perspectiva Empresarial</i> , 0, 3, 109.	0.1	1