

# Francisco Javier Rondán-Cataluña

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7357008/publications.pdf>

Version: 2024-02-01

59  
papers

1,357  
citations

361413

20  
h-index

377865

34  
g-index

64  
all docs

64  
docs citations

64  
times ranked

1171  
citing authors

| #  | ARTICLE  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | A comparison of the different versions of popular technology acceptance models. <i>Kybernetes</i> , 2015, 44, 788-805.   | 2.2  | 139       |
| 2  | Analysing the acceptance of online games in mobile devices: An application of UTAUT2. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 85-93.                               | 9.4  | 131       |
| 3  | Virtual travel communities and customer loyalty: Customer purchase involvement and web site design. <i>Electronic Commerce Research and Applications</i> , 2010, 9, 171-182.             | 5.0  | 110       |
| 4  | Gender and Acceptance of E-Learning: A Multi-Group Analysis Based on a Structural Equation Model among College Students in Chile and Spain. <i>PLoS ONE</i> , 2015, 10, e0140460.        | 2.5  | 76        |
| 5  | Moderating effect of learning styles on a learning management system's success. <i>Telematics and Informatics</i> , 2017, 34, 272-286.   | 5.8  | 67        |
| 6  | External environment and the moderating role of export market orientation. <i>Journal of Business Research</i> , 2014, 67, 740-745.  | 10.2 | 63        |
| 7  | A naive Bayes strategy for classifying customer satisfaction: A study based on online reviews of hospitality services. <i>Journal of Business Research</i> , 2019, 101, 499-506.         | 10.2 | 60        |
| 8  | Cross cultural analysis of the use and perceptions of web Based learning systems. <i>Computers and Education</i> , 2011, 57, 1762-1774.  | 8.3  | 57        |
| 9  | The nature and consequences of price unfairness in services: a comparison to tangible goods. <i>Journal of Service Management</i> , 2008, 19, 325-352.                                   | 2.0  | 38        |
| 10 | Global model of export performance: Moderator role of export department. <i>Journal of Business Research</i> , 2016, 69, 1880-1886.  | 10.2 | 38        |
| 11 | Social identity, electronic word-of-mouth and referrals in social network services. <i>Kybernetes</i> , 2013, 42, 1149-1165.   | 2.2  | 36        |
| 12 | Toward an international code of franchising. <i>Management Decision</i> , 2010, 48, 1568-1595.   | 3.9  | 31        |
| 13 | Segmenting hotel clients by pricing variables and value for money. <i>Current Issues in Tourism</i> , 2014, 17, 60-71.   | 7.2  | 31        |
| 14 | The influence of price and brand loyalty on store brands versus national brands. <i>International Review of Retail, Distribution and Consumer Research</i> , 2006, 16, 433-452.          | 2.0  | 30        |
| 15 | Users segmentation based on the Technological Readiness Adoption Index in emerging countries: The case of Chile. <i>Technological Forecasting and Social Change</i> , 2020, 155, 120035. | 11.6 | 29        |
| 16 | Connection between customer emotions and relationship quality in online music services. <i>Behaviour and Information Technology</i> , 2010, 29, 633-651.                                 | 4.0  | 27        |
| 17 | Un modelo empírico de adaptación y uso de la Web. Utilidad, facilidad de uso y flujo percibidos. <i>Cuadernos De Economía Y Dirección De La Empresa</i> , 2007, 10, 153-179.             | 0.5  | 24        |
| 18 | Travel Buying Behavior in Social Network Site Users: to Buy Online vs. Offline. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2015, 10, 49-62.                | 5.7  | 24        |

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|----|--|------|-----------|
| 19 | Are hypermarket prices different from discount store prices?. Journal of Product and Brand Management, 2005, 14, 330-337.  | 4.3  | 23        |
| 20 | Moderating effects in consumers' perceptions of price unfairness. Journal of Consumer Behaviour, 2011, 10, 245-254.  | 4.2  | 22        |
| 21 | Proposing new variables for the identification of strategic groups in franchising. International Entrepreneurship and Management Journal, 2007, 3, 355-377.                      | 5.0  | 21        |
| 22 | Predicting behavioral intention of mobile Internet usage. Telematics and Informatics, 2015, 32, 834-841.   | 5.8  | 21        |
| 23 | Online Customer Service Reviews in Urban Hotels: A Data Mining Approach. Psychology and Marketing, 2016, 33, 1174-1186.  | 8.2  | 20        |
| 24 | IDENTIFYING THE FRANCHISEE PROFILES FRANCHISORS PREFER / FRANÁIZÁ-, JOS NAUDOTOJAI: ISPANIJOS ATVEJIS. Journal of Business Economics and Management, 2011, 12, 567-588.          | 2.4  | 19        |
| 25 | The importance of an export-oriented culture for export performance. European Journal of International Management, 2013, 7, 254.   | 0.2  | 18        |
| 26 | Influencia del GÃ©nero en la PercepciÃ³n y AdopciÃ³n de e-Learning: Estudio Exploratorio en una Universidad Chilena. Journal of Technology Management and Innovation, 2010, 5, . | 0.7  | 16        |
| 27 | Searching for latent class segments in technological services. Service Industries Journal, 2010, 30, 831-849.  | 8.3  | 16        |
| 28 | Reasons for the expansion in franchising: is it all said?. Service Industries Journal, 2012, 32, 861-882.  | 8.3  | 12        |
| 29 | Criteria used in the selection of franchisees: an application in the service industry. Service Business, 2011, 5, 47-67.   | 4.2  | 11        |
| 30 | A Posteriori Segmentation of Personal Profiles of Online Video Gamesâ€™ Players. Games and Culture, 2020, 15, 227-247.   | 2.8  | 10        |
| 31 | Social Network Communications in Chilean Older Adults. International Journal of Environmental Research and Public Health, 2020, 17, 6078.  | 2.6  | 10        |
| 32 | Purchase Intention of Specialty Coffee. Sustainability, 2020, 12, 1329.  | 3.2  | 10        |
| 33 | Student information system satisfaction in higher education: the role of visual aesthetics. Kybernetes, 2018, 47, 1604-1622.   | 2.2  | 8         |
| 34 | Premium Private Label strategies: social networks and traditional perspectives. Journal of Innovation & Knowledge, 2021, 6, 78-91.   | 14.0 | 8         |
| 35 | Modelling the success of learning management systems: application of latent class segmentation using FIMIX-PLS. Interactive Learning Environments, 2018, 26, 135-147.            | 6.4  | 7         |
| 36 | Price discrimination in retailing. International Journal of Retail and Distribution Management, 2004, 32, 205-215.   | 4.7  | 6         |

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|----|---|-----|-----------|
| 37 | Antecedents of the importance of price in purchase decisions. RAE Revista De Administracao De Empresas, 2011, 51, 370-381.  | 0.3 | 6         |
| 38 | Content analysis and assessment of international codes of franchising associations. Management Decision, 2012, 50, 635-650.   | 3.9 | 6         |
| 39 | Gender roles in social network sites from generation Y. Journal of Technology Management and Innovation, 2017, 12, 1-9.   | 0.7 | 6         |
| 40 | Customers' perceptions about concerts and CDs. Management Decision, 2010, 48, 1410-1421.  | 3.9 | 5         |
| 41 | Analysis of efficiency of own and franchised units in the Spanish franchise system. European Research on Management and Business Economics, 2017, 23, 165-172.  | 6.9 | 4         |
| 42 | Is your smartphone ugly? Importance of aesthetics in young people's intention to continue using smartphones. Behaviour and Information Technology, 2022, 41, 72-84.   | 4.0 | 4         |
| 43 | Selección de franquiciados mediante simulación con análisis conjunto. Cuadernos De Economía Y Dirección De La Empresa, 2007, 10, 171-201.   | 0.5 | 3         |
| 44 | INFLUENCE OF MACROECONOMIC INDICES ON EUROPEAN PRIVATE LABELS. Journal of Business Economics and Management, 2016, 17, 1237-1251.   | 2.4 | 3         |
| 45 | Segmentation of Older Adults in the Acceptance of Social Networking Sites Using Machine Learning. Frontiers in Psychology, 2021, 12, 705715.  | 2.1 | 3         |
| 46 | Tipología de compradores online mayores de 55 años. Innovar, 2016, 26, 61-72.   | 0.4 | 3         |
| 47 | A longitudinal study of franchisor failure according to Altman's Z model. Journal of Business-to-Business Marketing, 2017, 24, 297-310.   | 1.5 | 2         |
| 48 | Interpreting Franchisors' Preferences in the Travel Agency Industry: The Case of Spain. Tourism Analysis, 2011, 16, 543-555.  | 0.9 | 1         |
| 49 | Uso de los servicios de redes sociales por la generación Y. Ingeniare, 2012, 20, 425-432.   | 0.3 | 1         |
| 50 | ¿INFLUYE LA PERSONALIDAD DE LOS DIRECTIVOS DE PYMES EN LOS RESULTADOS EXPORTADORES?. RAE Revista De Administracao De Empresas, 2016, 56, 43-54.   | 0.3 | 1         |
| 51 | Private Label and Macroeconomic Indicators: Europe and USA. Administrative Sciences, 2020, 10, 91.  | 2.9 | 1         |
| 52 | Un análisis empírico de las recomendaciones comerciales en los sitios de redes sociales. Ingeniare, 2014, 22, 431-434.  | 0.3 | 1         |
| 53 | Antecedents and consequences of price promotions effectiveness. Cuadernos De Gestion, 2012, 12, 15-41.  | 1.4 | 1         |
| 54 | Efectos de los cambios de precios en el valor de la cartera de clientes: estudio del caso de la venta online de carne de ternera ecológica. Revista Europea De Dirección Y Economía De La Empresa, 2013, 22, 169-176. | 0.3 | 0         |

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|----|--|-----|-----------|
| 55 | Sweet Spots for Manuscripts: Visualizing the Quality of Scientific Production. Research Journal of Applied Sciences, Engineering and Technology, 2015, 10, 1435-1440.                                | 0.1 | 0         |
| 56 | The Relationship Between E-WOM from SNS or Internet and Purchase. Advances in E-Business Research Series, 2014, , 115-125.   | 0.4 | 0         |
| 57 | Personal and Firm Drivers of Export Entrepreneurship. Advances in Business Strategy and Competitive Advantage Book Series, 2015, , 393-409.  | 0.3 | 0         |
| 58 | Are Operating Systems of Smart Phones Relevant in Behavioral Intention to Use Mobile Internet?. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 203-207. | 0.2 | 0         |
| 59 | Indicators of Efficiency in the Pharmaceutical Management of a Public Health System. Administrative Sciences, 2020, 10, 31.  | 2.9 | 0         |