

# Francisco Javier Rondán-Cataluña

## List of Publications by Year in descending order

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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	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
2	Premium Private Label strategies: social networks and traditional perspectives. Journal of Innovation & Knowledge, 2021, 6, 78-91.	14.0	8
3	Segmentation of Older Adults in the Acceptance of Social Networking Sites Using Machine Learning. Frontiers in Psychology, 2021, 12, 705715.	2.1	3
4	A Posteriori Segmentation of Personal Profiles of Online Video Games™ Players. Games and Culture, 2020, 15, 227-247.	2.8	10
5	Private Label and Macroeconomic Indicators: Europe and USA. Administrative Sciences, 2020, 10, 91.	2.9	1
6	Social Network Communications in Chilean Older Adults. International Journal of Environmental Research and Public Health, 2020, 17, 6078.	2.6	10
7	Purchase Intention of Specialty Coffee. Sustainability, 2020, 12, 1329.	3.2	10
8	Users segmentation based on the Technological Readiness Adoption Index in emerging countries: The case of Chile. Technological Forecasting and Social Change, 2020, 155, 120035.	11.6	29
9	Indicators of Efficiency in the Pharmaceutical Management of a Public Health System. Administrative Sciences, 2020, 10, 31.	2.9	0
10	Analysing the acceptance of online games in mobile devices: An application of UTAUT2. Journal of Retailing and Consumer Services, 2019, 50, 85-93.	9.4	131
11	A naive Bayes strategy for classifying customer satisfaction: A study based on online reviews of hospitality services. Journal of Business Research, 2019, 101, 499-506.	10.2	60
12	Student information system satisfaction in higher education: the role of visual aesthetics. Kybernetes, 2018, 47, 1604-1622.	2.2	8
13	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
14	Moderating effect of learning styles on a learning management system™s success. Telematics and Informatics, 2017, 34, 272-286.	5.8	67
15	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
16	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
17	Gender roles in social network sites from generation Y. Journal of Technology Management and Innovation, 2017, 12, 1-9.	0.7	6
18	¿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

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19	INFLUENCE OF MACROECONOMIC INDICES ON EUROPEAN PRIVATE LABELS. Journal of Business Economics and Management, 2016, 17, 1237-1251.	2.4	3
20	Online Customer Service Reviews in Urban Hotels: A Data Mining Approach. Psychology and Marketing, 2016, 33, 1174-1186.	8.2	20
21	Global model of export performance: Moderator role of export department. Journal of Business Research, 2016, 69, 1880-1886.	10.2	38
22	Tipología de compradores online mayores de 55 años. Innovar, 2016, 26, 61-72.	0.4	3
23	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
24	Travel Buying Behavior in Social Network Site Users: to Buy Online vs. Offline. Journal of Theoretical and Applied Electronic Commerce Research, 2015, 10, 49-62.	5.7	24
25	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
26	A comparison of the different versions of popular technology acceptance models. Kybernetes, 2015, 44, 788-805.	2.2	139
27	Predicting behavioral intention of mobile Internet usage. Telematics and Informatics, 2015, 32, 834-841.	5.8	21
28	Gender and Acceptance of E-Learning: A Multi-Group Analysis Based on a Structural Equation Model among College Students in Chile and Spain. PLoS ONE, 2015, 10, e0140460.	2.5	76
29	Personal and Firm Drivers of Export Entrepreneurship. Advances in Business Strategy and Competitive Advantage Book Series, 2015, , 393-409.	0.3	0
30	Segmenting hotel clients by pricing variables and value for money. Current Issues in Tourism, 2014, 17, 60-71.	7.2	31
31	External environment and the moderating role of export market orientation. Journal of Business Research, 2014, 67, 740-745.	10.2	63
32	Un análisis empírico de las recomendaciones comerciales en los sitios de redes sociales. Ingeniare, 2014, 22, 431-434.	0.3	1
33	The Relationship Between E-WOM from SNS or Internet and Purchase. Advances in E-Business Research Series, 2014, , 115-125.	0.4	0
34	Social identity, electronic word-of-mouth and referrals in social network services. Kybernetes, 2013, 42, 1149-1165.	2.2	36
35	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
36	The importance of an export-oriented culture for export performance. European Journal of International Management, 2013, 7, 254.	0.2	18

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37	Content analysis and assessment of international codes of franchising associations. <i>Management Decision</i> , 2012, 50, 635-650.	3.9	6
38	Reasons for the expansion in franchising: is it all said?. <i>Service Industries Journal</i> , 2012, 32, 861-882.	8.3	12
39	Uso de los servicios de redes sociales por la generación Y. <i>Ingeniare</i> , 2012, 20, 425-432.	0.3	1
40	Antecedents and consequences of price promotions effectiveness. <i>Cuadernos De Gestion</i> , 2012, 12, 15-41.	1.4	1
41	IDENTIFYING THE FRANCHISEE PROFILES FRANCHISORS PREFER / FRANÁIZÁ-, JOS NAUDOTOJAI: ISPANIJOS ATVEJIS. <i>Journal of Business Economics and Management</i> , 2011, 12, 567-588.	2.4	19
42	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
43	Antecedents of the importance of price in purchase decisions. <i>RAE Revista De Administracao De Empresas</i> , 2011, 51, 370-381.	0.3	6
44	Interpreting Franchisors' Preferences in the Travel Agency Industry: The Case of Spain. <i>Tourism Analysis</i> , 2011, 16, 543-555.	0.9	1
45	Criteria used in the selection of franchisees: an application in the service industry. <i>Service Business</i> , 2011, 5, 47-67.	4.2	11
46	Moderating effects in consumers' perceptions of price unfairness. <i>Journal of Consumer Behaviour</i> , 2011, 10, 245-254.	4.2	22
47	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
48	Influencia del Género en la Percepción y Adopción de e-Learning: Estudio Exploratorio en una Universidad Chilena. <i>Journal of Technology Management and Innovation</i> , 2010, 5, .	0.7	16
49	Searching for latent class segments in technological services. <i>Service Industries Journal</i> , 2010, 30, 831-849.	8.3	16
50	Toward an international code of franchising. <i>Management Decision</i> , 2010, 48, 1568-1595.	3.9	31
51	Customers' perceptions about concerts and CDs. <i>Management Decision</i> , 2010, 48, 1410-1421.	3.9	5
52	Connection between customer emotions and relationship quality in online music services. <i>Behaviour and Information Technology</i> , 2010, 29, 633-651.	4.0	27
53	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
54	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

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55	Selección de franquiciados mediante simulación con análisis conjunto. Cuadernos De Economía Y Dirección De La Empresa, 2007, 10, 171-201.	0.5	3
56	Proposing new variables for the identification of strategic groups in franchising. International Entrepreneurship and Management Journal, 2007, 3, 355-377.	5.0	21
57	The influence of price and brand loyalty on store brands versus national brands. International Review of Retail, Distribution and Consumer Research, 2006, 16, 433-452.	2.0	30
58	Are hypermarket prices different from discount store prices?. Journal of Product and Brand Management, 2005, 14, 330-337.	4.3	23
59	Price discrimination in retailing. International Journal of Retail and Distribution Management, 2004, 32, 205-215.	4.7	6