Isabel Buil

List of Publications by Year
in descending order

44 papers	3,246 citations	236833 25 h-index	254106 43 g-index
45 all docs	45 docs citations	45 times ranked	2459 citing authors

#	Article	IF	Citations
1	Using clickers in class. The role of interactivity, active collaborative learning and engagement in learning performance. Computers and Education, 2013, 62, 102-110.	5.1	364
2	Consumer engagement with self-expressive brands: brand love and WOM outcomes. Journal of Product and Brand Management, 2014, 23, 33-42.	2.6	343
3	Examining the role of advertising and sales promotions in brand equity creation. Journal of Business Research, 2013, 66, 115-122.	5.8	310
4	Transformational leadership and employee performance: The role of identification, engagement and proactive personality. International Journal of Hospitality Management, 2019, 77, 64-75.	5.3	303
5	The influence of brand equity on consumer responses. Journal of Consumer Marketing, 2013, 30, 62-74.	1.2	239
6	A cross‐national validation of the consumer‐based brand equity scale. Journal of Product and Brand Management, 2008, 17, 384-392.	2.6	162
7	Enhancing user engagement: The role of gamification in mobile apps. Journal of Business Research, 2021, 132, 170-185.	5.8	119
8	Who "Likes" You … and Why? A Typology of Facebook Fans. Journal of Advertising Research, 2014, 54, 92-109.	1.0	109
9	From internal brand management to organizational citizenship behaviours: Evidence from frontline employees in the hotel industry. Tourism Management, 2016, 57, 256-271.	5.8	103
10	Building bank brands: How leadership behavior influences employee commitment. Journal of Business Research, 2013, 66, 165-171.	5.8	91
11	Brand extension strategies: perceived fit, brand type, and culture influences. European Journal of Marketing, 2009, 43, 1300-1324.	1.7	87
12	Facebook 'friendship' and brand advocacy. Journal of Brand Management, 2012, 20, 128-146.	2.0	87
13	Consumers' self-congruence with a "Liked" brand. European Journal of Marketing, 2017, 51, 367-390.	1.7	82
14	'Consuming Good' on Social Media: What Can Conspicuous Virtue Signalling on Facebook Tell Us About Prosocial and Unethical Intentions?. Journal of Business Ethics, 2020, 162, 577-592.	3.7	59
15	Methodological issues in cross-cultural research: An overview and recommendations. Journal of Targeting, Measurement and Analysis for Marketing, 2012, 20, 223-234.	0.4	56
16	Exploring students' flow experiences in business simulation games. Journal of Computer Assisted Learning, 2018, 34, 183-192.	3.3	51
17	When does "liking" a charity lead to donation behaviour?. European Journal of Marketing, 2017, 51, 2002-2029.	1.7	50
18	Do clickers enhance learning? A control-value theory approach. Computers and Education, 2016, 103, 170-182.	5.1	46

#	ARTICLE	IF	CITATIONS
19	The influence of flow on learning outcomes: An empirical study on the use of clickers. British Journal of Educational Technology, 2019, 50, 428-439.	3.9	45
20	Understanding applicants' reactions to gamified recruitment. Journal of Business Research, 2020, 110, 41-50.	5.8	43
21	Factors influencing consumer evaluations of gift promotions. European Journal of Marketing, 2013, 47, 574-595.	1.7	42
22	Consumer response to gift promotions. Journal of Product and Brand Management, 2011, 20, 101-110.	2.6	38
23	The importance of corporate brand identity in business management: An application to the UK banking sector. BRQ Business Research Quarterly, 2016, 19, 3-12.	2.2	34
24	Encouraging intrinsic motivation in management training: The use of business simulation games. International Journal of Management Education, 2019, 17, 162-171.	2.2	32
25	Gamification in sport apps: the determinants of users' motivation. European Journal of Management and Business Economics, 2020, 29, 365-381.	1.7	32
26	How Leadership and Commitment Influence Bank Employees' Adoption of their Bank's Values. Journal of Business Ethics, 2011, 101, 397-414.	3.7	27
27	Corporate environmentalism strategy in the Spanish consumer product sector: a typology of firms. Business Strategy and the Environment, 2008, 17, 350-368.	8.5	26
28	Managing brand identity: effects on the employees. International Journal of Bank Marketing, 2017, 35, 2-23.	3.6	26
29	Engagement in business simulation games: A self-system model of motivational development. British Journal of Educational Technology, 2020, 51, 297-311.	3.9	26
30	Flow and business simulation games: A typology of students. International Journal of Management Education, 2020, 18, 100365.	2.2	25
31	Hiding Instagram Likes: Effects on negative affect and loneliness. Personality and Individual Differences, 2021, 170, 110509.	1.6	19
32	Making finance fun: the gamification of personal financial management apps. International Journal of Bank Marketing, 2021, 39, 1310-1332.	3.6	19
33	Brand orientation and brand values in retail banking. Journal of Marketing Management, 2013, 29, 1007-1029.	1.2	18
34	Service employee clusters in banking. European Journal of Marketing, 2013, 47, 1781-1803.	1.7	18
35	Brand equity measurement from a formative approach. Cuadernos De Gestion, 2010, 10, 167-196.	0.8	18
36	Within-role, extra-role and anti-role behaviours in retail banking. International Journal of Bank Marketing, 2011, 29, 470-488.	3.6	16

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37	La influencia de las acciones de marketing con causa en la actitud hacia la marca. Cuadernos De EconomÃa Y DirecciÃ³n De La Empresa, 2012, 15, 84-93.	0.5	16
38	BRAND IDENTITY MANAGEMENT AND CORPORATE SOCIAL RESPONSIBILITY: AN ANALYSIS FROM EMPLOYEESâ€™ PERSPECTIVE IN THE BANKING SECTOR. Journal of Business Economics and Management, 2017, 18, 241-257.	1.1	15
39	Facebook and luxury fashion brands: self-congruent posts and purchase intentions. Journal of Fashion Marketing and Management, 2020, 24, 571-588.	1.5	13
40	A typology of conspicuous donation on Facebook. Journal of Services Marketing, 2021, 35, 535-552.	1.7	8
41	Brand Extension Effects on Brand Equity: A Cross-National Study. Journal of Euromarketing, 2009, 18, 71-88.	0.0	7
42	PROCESO DE EVALUACIÃ"NÂ°DE LAS EXTENSIONES DE MARCAS: UN ANÃLISIS APLICADO A MARCAS DEPORTIVAS. Investigaciones Europeas De DirecciÃ³n Y EconomÃa De La Empresa, 2008, 14, 139-158.	0.6	5
43	The motivational power of mobile gamified exercise apps. Cuadernos De Gestion, 2023, 23, 21-36.	0.8	2
44	Introduction: thought leadership in brand management. Journal of Business Research, 2013, 66, 145-147.	5.8	1