

# Cristela M Bairrada

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8019217/publications.pdf>

Version: 2024-02-01

9  
papers

472  
citations

1478505

6  
h-index

1588992

8  
g-index

9  
all docs

9  
docs citations

9  
times ranked

305  
citing authors

#	ARTICLE	IF	CITATIONS
1	Antecedents and outcomes of brand love: utilitarian and symbolic brand qualities. <i>European Journal of Marketing</i> , 2018, 52, 656-682.	2.9	132
2	Brand communitiesâ€™ relational outcomes, through brand love. <i>Journal of Product and Brand Management</i> , 2019, 28, 154-165.	4.3	105
3	Sustainability and Tourism Marketing: A Bibliometric Analysis of Publications between 1997 and 2020 Using VOSviewer Software. <i>Sustainability</i> , 2021, 13, 4987.	3.2	78
4	The impact of brand personality on consumer behavior: the role of brand love. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 30-47.	2.2	65
5	Functional brand qualities and perceived value: The mediating role of brand experience and brand personality. <i>Psychology and Marketing</i> , 2020, 37, 41-55.	8.2	64
6	Modelling Attitude towards Consumption of Vegan Products. <i>Sustainability</i> , 2021, 13, 9.	3.2	19
7	The Drivers of the City Brand Equity Comparing Citizensâ€™ and Touristsâ€™ Perceptions and Its Influence on the City Attractiveness: The Case of the City of Coimbra. <i>International Journal of Hospitality and Tourism Administration</i> , 2022, 23, 242-268.	2.5	6
8	Determinants and consequences of brand credibility: a case study in the pharmaceutical industry. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> , 2021, 15, 282-297.	1.3	3
9	INTERNATIONAL TOURISTâ€™S PERCEPTION OF THE DESTINATION IMAGE: A STUDY APPLIED TO LUANDA, ANGOLA. <i>Geojournal of Tourism and Geosites</i> , 2021, 35, 411-418.	0.9	0