

Pedro Mir-Bernal

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8058595/publications.pdf>

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17
papers

201
citations

1478505

6
h-index

1199594

12
g-index

18
all docs

18
docs citations

18
times ranked

189
citing authors

#	ARTICLE	IF	CITATIONS
1	Millennials and Fashion: Branding and Positioning through Digital Interactions. , 2021, , 117-128.		2
2	How to Communicate Sustainability: From the Corporate Web to E-Commerce. The Case of the Fashion Industry. Sustainability, 2021, 13, 11363.	3.2	11
3	Ultimate Broadening of the Concept of Marketing: B-to-O-to-C Training Service Professionals Not to Inadvertently Kill Their Clients. Journal of Business-to-Business Marketing, 2020, 27, 283-291.	1.5	0
4	Social Media Influence on Consumer Behavior: The Case of Mobile Telephony Manufacturers. Sustainability, 2020, 12, 1506.	3.2	18
5	Prospective analysis of the advertising sector: reality and trends. , 2020, , .		0
6	Clicks and purchase effects of an embedded, social-media, platform endorsement in internet advertising. Journal of Global Scholars of Marketing Science, 2019, 29, 343-357.	2.0	14
7	Gifts as conduits in choice overload environments. Psychology and Marketing, 2019, 36, 716-729.	8.2	6
8	How Advertising E-Atmospherics Impact Consumer Behaviour: Evidence from True Field Experiments in Hospitality and Tourism. Advances in Culture, Tourism and Hospitality Research, 2019, , 319-332.	0.3	0
9	Análisis de la viabilidad de la utilización de Índices comerciales de concesionarios de automóviles como indicadores predictores de crisis económicas: estudio de caso comparativo de doble entrada. Cuadernos De Economía (Spain), 2019, 42, .	0.1	0
10	Brand Reputation in the Facebook Era. , 2019, , 1544-1556.		0
11	New marketing in fashion e-commerce. Journal of Global Fashion Marketing, 2018, 9, 1-8.	3.7	65
12	The role of e-commerce in the internationalization of Spanish luxury fashion multi-brand retailers. Journal of Global Fashion Marketing, 2018, 9, 59-72.	3.7	18
13	History as Luxury Brand Enhancement. Luxury, 2018, 5, 231-243.	0.1	4
14	New Digital Metrics in Marketing: A Comparative Study on Social Media Use. Advances in Intelligent Systems and Computing, 2017, , 343-350.	0.6	3
15	Use Of Social Networking Sites And Instant Messaging Applications For University-Related Work And Studying. Observatorio, 2017, 11, .	0.2	3
16	The general theory of culture, entrepreneurship, innovation, and quality-of-life: Comparing nurturing versus thwarting enterprise start-ups in BRIC, Denmark, Germany, and the United States. Industrial Marketing Management, 2016, 53, 136-159.	6.7	48
17	Semantic Fields to Improve Business: the hotels case. Fronteiras, 2016, 5, 47.	0.1	2