

Juan Snchez-Fernndez

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

53
papers

1,544
citations

20
h-index

39
g-index

58
ext. papers

1,968
ext. citations

4.5
avg, IF

5.49
L-index

#	Paper	IF	Citations
53	EHS Hotels: Neuroimaging or Self-Reports When Evaluating Tourism Advertising and Websites? 2022 , 255-275		
52	Advances in neuroscience and marketing: analyzing tool possibilities and research opportunities. <i>Spanish Journal of Marketing - ESIC</i> , 2022 , ahead-of-print,	4	3
51	It is all about our impulsiveness IHow consumer impulsiveness modulates neural evaluation of hedonic and utilitarian banners. <i>Journal of Retailing and Consumer Services</i> , 2022 , 67, 102997	8.5	0
50	Evaluating the neural mechanisms of exposure and retrieval of hedonic and utilitarian banners: A fMRI study. <i>Computers in Human Behavior</i> , 2022 , 134, 107317	7.7	
49	The Past, Present, and Future of Smart Tourism Destinations: A Bibliometric Analysis. <i>Journal of Hospitality and Tourism Research</i> , 2021 , 45, 529-552	3.3	20
48	Neural activity in self-related brain regions in response to tailored nutritional messages predicts dietary change.. <i>Appetite</i> , 2021 , 170, 105861	4.5	0
47	Is it an error to communicate CSR Strategies? Neural differences among consumers when processing CSR messages. <i>Journal of Business Research</i> , 2021 , 126, 99-112	8.7	7
46	Analysis of the scientific production of the effect of COVID-19 on the environment: A bibliometric study. <i>Environmental Research</i> , 2021 , 193, 110416	7.9	28
45	Exploring the Effectiveness of Storytelling in Advertising Through Eye-Tracking. <i>Advances in Linguistics and Communication Studies</i> , 2021 , 158-179	0.3	0
44	Consumer Neuroscience Techniques in Advertising Research: A Bibliometric Citation Analysis. <i>Sustainability</i> , 2021 , 13, 1589	3.6	12
43	Evaluation of the Work-Integrated Learning Methodology: Teaching Marketing through Practitioner Experience in the Classroom. <i>Mathematics</i> , 2021 , 9, 2164	2.3	1
42	Tourism research after the COVID-19 outbreak: Insights for more sustainable, local and smart cities. <i>Sustainable Cities and Society</i> , 2021 , 73, 103126	10.1	14
41	A Neuroimaging Study Protocol on the Motivational Structures of Physicians Belonging to Private and Public Health. <i>Advances in Human Resources Management and Organizational Development Book Series</i> , 2021 , 242-265	0.3	
40	Evaluating Communication Effectiveness Through Eye Tracking: Benefits, State of the Art, and Unresolved Questions. <i>International Journal of Business Communication</i> , 2020 , 232948841989374	1.5	6
39	Modulating the Neural Bases of Political Communications: Political Involvement and Perception of the Economic Situation. <i>Political Behavior</i> , 2020 , 1	2.6	3
38	Does Partisan Bias Modulate Neural Processing of Political Information? An Analysis of the Neural Correlates of Corruption and Positive Messages. <i>Political Psychology</i> , 2020 , 41, 145-164	3.6	4
37	How consumer ethnocentrism modulates neural processing of domestic and foreign products: A neuroimaging study. <i>Journal of Retailing and Consumer Services</i> , 2020 , 53, 101961	8.5	19

36	Consumer Processing of Online Trust Signals: A Neuroimaging Study. <i>Journal of Interactive Marketing</i> , 2019 , 47, 159-180	9.8	18
35	Looking at the Brain. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2019 , 85-105	0.3	3
34	Mobile payment is not all the same: The adoption of mobile payment systems depending on the technology applied. <i>Technological Forecasting and Social Change</i> , 2019 , 146, 931-944	9.5	114
33	A global approach to the analysis of user behavior in mobile payment systems in the new electronic environment. <i>Service Business</i> , 2018 , 12, 25-64	3.9	92
32	How Consumers Process Online Privacy, Financial, and Performance Risks: An fMRI Study. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2018 , 21, 556-562	4.4	9
31	Comparative Study Among New Payment Systems and New Future Trends in Mobile Payments 2018 , 1448-1486		
30	Neural effects of environmental advertising: An fMRI analysis of voice age and temporal framing. <i>Journal of Environmental Management</i> , 2018 , 206, 664-675	7.9	18
29	Neural correlates of gender congruence in audiovisual commercials for gender-targeted products: An fMRI study. <i>Human Brain Mapping</i> , 2018 , 39, 4360-4372	5.9	16
28	A Neuropsychological Study on How Consumers Process Risky and Secure E-payments. <i>Journal of Interactive Marketing</i> , 2018 , 43, 151-164	9.8	27
27	Evaluation of the hotels e-services quality under the user's experience. <i>Soft Computing</i> , 2017 , 21, 995-1011	11.5	29
26	University research and the creation of spin-offs: The Spanish case. <i>European Journal of Education</i> , 2017 , 52, 387-398	1.4	3
25	Neural correlates of voice gender and message framing in advertising: A functional MRI study.. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2017 , 10, 121-136	1.6	12
24	The moderating effect of user experience on satisfaction with electronic banking: empirical evidence from the Spanish case. <i>Information Systems and E-Business Management</i> , 2016 , 14, 141-165	2.6	29
23	The influence of e-word-of-mouth on travel decision-making: consumer profiles. <i>Current Issues in Tourism</i> , 2015 , 18, 1001-1021	5.8	62
22	A Psychophysiological Approach For Measuring Response to Messaging. <i>Journal of Advertising Research</i> , 2015 , 55, 192-205	2.1	24
21	Behavioral Model of Younger Users in M-Payment Systems. <i>Journal of Organizational Computing and Electronic Commerce</i> , 2015 , 25, 169-190	1.8	20
20	Antecedents of the adoption of the new mobile payment systems: The moderating effect of age. <i>Computers in Human Behavior</i> , 2014 , 35, 464-478	7.7	222
19	Role of gender on acceptance of mobile payment. <i>Industrial Management and Data Systems</i> , 2014 , 114, 220-240	3.6	93

18	The moderating effect of experience in the adoption of mobile payment tools in Virtual Social Networks: The m-Payment Acceptance Model in Virtual Social Networks (MPAM-VSN). <i>International Journal of Information Management</i> , 2014 , 34, 151-166	16.4	155
17	Comparative Study Among New Payment Systems and New Future Trends in Mobile Payments. <i>Advances in E-Business Research Series</i> , 2014 , 223-259	0.4	1
16	The impact of risk on the technological acceptance of mobile payment services. <i>Global Business Perspectives</i> , 2013 , 1, 309-328		17
15	Detecting salient themes in financial marketing research from 1961 to 2010. <i>Service Industries Journal</i> , 2013 , 33, 925-940	5.7	21
14	The contribution of neuroscience to consumer research: A conceptual framework and empirical review. <i>Journal of Economic Psychology</i> , 2013 , 36, 68-81	2.5	82
13	Improving the Effectiveness of Advertising in Internet Social Networking 2013 , 1244-1272		
12	Applying an automatic approach for showing up the hidden themes in financial marketing research (1961-2010). <i>Expert Systems With Applications</i> , 2012 , 39, 11055-11065	7.8	11
11	Generalising user behaviour in online travel sites through the Travel 2.0 website acceptance model. <i>Online Information Review</i> , 2012 , 36, 879-902	2	73
10	A model for the integration of e-financial services questionnaires with SERVQUAL scales under fuzzy linguistic modeling. <i>Expert Systems With Applications</i> , 2012 , 39, 11535-11547	7.8	19
9	An application of co-word analysis and bibliometric maps for detecting the most highlighting themes in the consumer behaviour research from a longitudinal perspective. <i>Quality and Quantity</i> , 2012 , 46, 1077-1095	2.4	86
8	Improving retention rate and response quality in Web-based surveys. <i>Computers in Human Behavior</i> , 2012 , 28, 507-514	7.7	58
7	Improving the Effectiveness of Advertising in Internet Social Networking 2012 , 756-785		
6	Housing, Lone Parenthood and Gender: A Qualitative Approach in Southern Europe. <i>Housing Studies</i> , 2011 , 26, 17-40	1.5	5
5	How to improve trust toward electronic banking. <i>Online Information Review</i> , 2010 , 34, 907-934	2	29
4	An analysis of the effect of pre-incentives and post-incentives based on draws on response to web surveys. <i>Quality and Quantity</i> , 2010 , 44, 357-373	2.4	23
3	Improving the response rate and quality in Web-based surveys through the personalization and frequency of reminder mailings. <i>Quality and Quantity</i> , 2010 , 44, 1037-1052	2.4	52
2	Influence of age in the adoption of new mobile payment systems. <i>Revista Brasileira De Gestao De Negocios</i> , 1390-1407	1.4	3
1	Neural Responses to Hedonic and Utilitarian Banner Ads: An fMRI Study. <i>Journal of Interactive Marketing</i> , 109499682210872	9.8	0

