Amparo Cervera

List of Publications by Year
in descending order

47 papers	1,436 citations	361413 20 h-index	361022 35 g-index
48 all docs	48 docs citations	48 times ranked	1210 citing authors

#	ARTICLE	IF	CITATIONS
1	The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. Journal of Marketing for Higher Education, 2023, 33, 1-19.	3.2	25
2	Co-creating emotional value in a guided tour experience: the interplay among guide's emotional labour and tourists' emotional intelligence and participation. Current Issues in Tourism, 2023, 26, 1748-1762.	7.2	7
3	Gathering pre-purchase information for a cruise vacation with virtual reality: the effects of media technology and gender. International Journal of Contemporary Hospitality Management, 2022, 34, 407-429.	8.0	15
4	Assessing formative artscape to predict opera attendees' loyalty. European Business Review, 2021, 33, .	3.4	4
5	PUBLIC UNIVERSITY LIBRARIES AND SOCIAL MEDIA: SOME KEY ISSUES DERIVED FROM TWITTER ANALYSIS. , 2021, , .		0
6	"Sensing" the destination: Development of the destination sensescape index. Tourism Management, 2021, 87, 104362.	9.8	30
7	Exploring multisensory place experiences through cruise blog analysis. Psychology and Marketing, 2020, 37, 131-140.	8.2	25
8	Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries. Journal of Open Innovation: Technology, Market, and Complexity, 2020, 6, 164.	5.2	8
9	Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. Tourism Management Perspectives, 2020, 35, 100699.	5.2	27
10	Analysis of the Impact of the Triple Helix on Sustainable Innovation Targets in Spanish Technology Companies. Sustainability, 2020, 12, 3274.	3.2	10
11	Customer functional value creation through a sustainable entrepreneurial orientation approach. Economic Research-Ekonomska Istrazivanja, 2020, 33, 2360-2377.	4.7	18
12	How emotional response mediates servicescape impact on post consumption outcomes: An application to opera events. Tourism Management Perspectives, 2020, 34, 100660.	5.2	26
13	Women as Key Agents in Sustainable Entrepreneurship: A Gender Multigroup Analysis of the SEO-Performance Relationship. Sustainability, 2020, 12, 1244.	3.2	17
14	How does sponsorship of a high-involvement sports event mark the sponsor brand? An application to public institutions. Cuadernos De Gestion, 2020, 20, 123-148.	1.4	0
15	Does culture affect sentiments expressed in cruise tours' eWOM?. Service Industries Journal, 2019, 39, 154-173.	8.3	31
16	'Tour me onshore': understanding cruise tourists' evaluation of shore excursions through text mining. Journal of Tourism and Cultural Change, 2019, 17, 356-373.	2.8	18
17	Exploring the concept of perceived sustainability at tourist destinations: a market segmentation approach. Journal of Travel and Tourism Marketing, 2019, 36, 176-190.	7.0	35
18	Feeling emotions in the public performing arts sector: does gender affect?. International Review on Public and Nonprofit Marketing, 2019, 16, 1-22.	2.0	3

#	Article	IF	Citations
19	Experience management as an innovative approach in emerging Mediterranean destinations. Journal of Business Research, 2019, 101, 536-547.	10.2	12
20	Innovation and service-dominant logic. Service Business, 2018, 12, 453-456.	4.2	3
21	Sustainable entrepreneurial orientation within an intrapreneurial context: effects on business performance. International Entrepreneurship and Management Journal, 2018, 14, 295-308.	5.0	47
22	Sticking with your university: the importance of satisfaction, trust, image, and shared values. Studies in Higher Education, 2017, 42, 2178-2194.	4.5	91
23	Analysis of the impact of length of stay on the quality of service experience, satisfaction and loyalty. International Review on Public and Nonprofit Marketing, 2017, 14, 253-268.	2.0	9
24	Sustainable Entrepreneurial Orientation: A Business Strategic Approach for Sustainable Development. Sustainability, 2017, 9, 1667.	3.2	56
25	Social servicescape effects on post-consumption behavior. Journal of Service Theory and Practice, 2016, 26, 590-615.	3.2	17
26	Crossâ€cultural Perceptions of Onshore Guided Tours: A Qualitative Approach Based on eWOM. Psychology and Marketing, 2016, 33, 1054-1061.	8.2	17
27	Customerâ€™s role in knowledge management and in the innovation process: effects on innovation capacity and marketing results. Knowledge Management Research and Practice, 2016, 14, 195-203.	4.1	26
28	ENVIRONMENTAL SUSTAINABILITY IN THE MEDITERRANEAN DESTINATIONS: A LATENT CLASS SEGMENTATION ANALYSIS. Environmental Engineering and Management Journal, 2016, 15, 1501-1510.	0.6	8
29	Collaborating to innovate: Effects on customer knowledge management and performance. Journal of Business Research, 2015, 68, 1426-1428.	10.2	119
30	Contrasting quality of service experience for northern and southern Mediterranean tourists. EuroMed Journal of Business, 2015, 10, 327-337.	3.2	7
31	Key Elements in Building Relationships in the Higher Education Services Context. Journal of Promotion Management, 2015, 21, 475-491.	3.4	28
32	Value co-creation among hotels and disabled customers: An exploratory study. Journal of Business Research, 2014, 67, 813-818.	10.2	80
33	Un enfoque de marketing de relaciones a la educaciÃ³n como un servicio: aplicaciÃ³n a la Universidad de Valencia. Innovar, 2014, 24, 113-125.	0.4	8
34	Influence of Advertising on Brand Personality in The Airline Sector: The Case of Spain. Journal of Travel and Tourism Marketing, 2013, 30, 445-454.	7.0	17
35	Online value creation in small service businesses: the importance of experience valence and personal values. Service Industries Journal, 2012, 32, 2445-2462.	8.3	23
36	MEDICIÃ"N DE LA IMAGEN DE LA UNIVERSIDAD Y SUS EFECTOS SOBRE LA IDENTIFICACIÃ"N Y LEALTAD DEL EGRESADO: UNA APROXIMACIÃ"N DESDE EL MODELO DE BEERLI Y DÃAZ (2003). Revista EspaÃ±ola De InvestigaciÃ³n De Marketing ESIC, 2012, 16, 7-29.	0.7	12

#	ARTICLE	IF	CITATIONS
37	University–industry collaboration from a relationship marketing perspective: an empirical analysis in a Spanish University. Higher Education, 2012, 64, 85-98.	4.4	59
38	Understanding University Library Users' Mistreatment of Books. Journal of Academic Librarianship, 2009, 35, 177-183.	2.3	6
39	The value of B2B relationships. Industrial Management and Data Systems, 2009, 109, 593-609.	3.7	88
40	The roles of service encounters, service value, and job satisfaction in achieving customer satisfaction in business relationships. Industrial Marketing Management, 2008, 37, 921-939.	6.7	93
41	The impact of IT and customer orientation on building trust and commitment in the supply chain. International Review of Retail, Distribution and Consumer Research, 2008, 18, 343-359.	2.0	9
42	Tourism education: a strategic analysis model. Journal of Hospitality, Leisure, Sport and Tourism Education, 2008, 7, 59-70.	2.9	15
43	Relationships among customer orientation, service orientation and job satisfaction in financial services. Journal of Service Management, 2005, 16, 497-525.	2.0	98
44	Benchmarking the port services: a customer oriented proposal. Benchmarking, 2004, 11, 320-330.	4.6	38
45	Antecedents and consequences of market orientation in public organisations. European Journal of Marketing, 2001, 35, 1259-1288.	2.9	103
46	Market Orientation: A Framework for Public Institutions. Journal of Nonprofit and Public Sector Marketing, 2000, 7, 3-23.	1.6	6
47	Brand assessment: a key element of marketing strategy. Journal of Product and Brand Management, 1997, 6, 293-304.	4.3	41