

Amparo Cervera

List of Publications by Year in descending order

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Version: 2024-02-01

47
papers

1,436
citations

361045

20
h-index

360668

35
g-index

48
all docs

48
docs citations

48
times ranked

1210
citing authors

#	ARTICLE	IF	CITATIONS
1	Collaborating to innovate: Effects on customer knowledge management and performance. <i>Journal of Business Research</i> , 2015, 68, 1426-1428.	5.8	119
2	Antecedents and consequences of market orientation in public organisations. <i>European Journal of Marketing</i> , 2001, 35, 1259-1288.	1.7	103
3	Relationships among customer orientation, service orientation and job satisfaction in financial services. <i>Journal of Service Management</i> , 2005, 16, 497-525.	2.2	98
4	The roles of service encounters, service value, and job satisfaction in achieving customer satisfaction in business relationships. <i>Industrial Marketing Management</i> , 2008, 37, 921-939.	3.7	93
5	Sticking with your university: the importance of satisfaction, trust, image, and shared values. <i>Studies in Higher Education</i> , 2017, 42, 2178-2194.	2.9	91
6	The value of B2B relationships. <i>Industrial Management and Data Systems</i> , 2009, 109, 593-609.	2.2	88
7	Value co-creation among hotels and disabled customers: An exploratory study. <i>Journal of Business Research</i> , 2014, 67, 813-818.	5.8	80
8	University–industry collaboration from a relationship marketing perspective: an empirical analysis in a Spanish University. <i>Higher Education</i> , 2012, 64, 85-98.	2.8	59
9	Sustainable Entrepreneurial Orientation: A Business Strategic Approach for Sustainable Development. <i>Sustainability</i> , 2017, 9, 1667.	1.6	56
10	Sustainable entrepreneurial orientation within an intrapreneurial context: effects on business performance. <i>International Entrepreneurship and Management Journal</i> , 2018, 14, 295-308.	2.9	47
11	Brand assessment: a key element of marketing strategy. <i>Journal of Product and Brand Management</i> , 1997, 6, 293-304.	2.6	41
12	Benchmarking the port services: a customer oriented proposal. <i>Benchmarking</i> , 2004, 11, 320-330.	2.9	38
13	Exploring the concept of perceived sustainability at tourist destinations: a market segmentation approach. <i>Journal of Travel and Tourism Marketing</i> , 2019, 36, 176-190.	3.1	35
14	Does culture affect sentiments expressed in cruise tours' eWOM?. <i>Service Industries Journal</i> , 2019, 39, 154-173.	5.0	31
15	“Sensing” the destination: Development of the destination sensescape index. <i>Tourism Management</i> , 2021, 87, 104362.	5.8	30
16	Key Elements in Building Relationships in the Higher Education Services Context. <i>Journal of Promotion Management</i> , 2015, 21, 475-491.	2.4	28
17	Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. <i>Tourism Management Perspectives</i> , 2020, 35, 100699.	3.2	27
18	Customer's role in knowledge management and in the innovation process: effects on innovation capacity and marketing results. <i>Knowledge Management Research and Practice</i> , 2016, 14, 195-203.	2.7	26

#	ARTICLE	IF	CITATIONS
19	How emotional response mediates servicescape impact on post consumption outcomes: An application to opera events. <i>Tourism Management Perspectives</i> , 2020, 34, 100660.	3.2	26
20	Exploring multisensory place experiences through cruise blog analysis. <i>Psychology and Marketing</i> , 2020, 37, 131-140.	4.6	25
21	The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. <i>Journal of Marketing for Higher Education</i> , 2023, 33, 1-19.	2.3	25
22	Online value creation in small service businesses: the importance of experience valence and personal values. <i>Service Industries Journal</i> , 2012, 32, 2445-2462.	5.0	23
23	“Tour me onshore”™: understanding cruise tourists’™ evaluation of shore excursions through text mining. <i>Journal of Tourism and Cultural Change</i> , 2019, 17, 356-373.	1.5	18
24	Customer functional value creation through a sustainable entrepreneurial orientation approach. <i>Economic Research-Ekonomska Istrazivanja</i> , 2020, 33, 2360-2377.	2.6	18
25	Influence of Advertising on Brand Personality in The Airline Sector: The Case of Spain. <i>Journal of Travel and Tourism Marketing</i> , 2013, 30, 445-454.	3.1	17
26	Social servicescape effects on post-consumption behavior. <i>Journal of Service Theory and Practice</i> , 2016, 26, 590-615.	1.9	17
27	Cross-cultural Perceptions of Onshore Guided Tours: A Qualitative Approach Based on eWOM. <i>Psychology and Marketing</i> , 2016, 33, 1054-1061.	4.6	17
28	Women as Key Agents in Sustainable Entrepreneurship: A Gender Multigroup Analysis of the SEO-Performance Relationship. <i>Sustainability</i> , 2020, 12, 1244.	1.6	17
29	Tourism education: a strategic analysis model. <i>Journal of Hospitality, Leisure, Sport and Tourism Education</i> , 2008, 7, 59-70.	1.9	15
30	Gathering pre-purchase information for a cruise vacation with virtual reality: the effects of media technology and gender. <i>International Journal of Contemporary Hospitality Management</i> , 2022, 34, 407-429.	5.3	15
31	MEDICI“N DE LA IMAGEN DE LA UNIVERSIDAD Y SUS EFECTOS SOBRE LA IDENTIFICACI“N Y LEALTAD DEL EGRESADO: UNA APROXIMACI“N DESDE EL MODELO DE BEERLI Y D“AZ (2003). <i>Revista Espa“ola De Investigaci“n De Marketing ESIC</i> , 2012, 16, 7-29.	0.7	12
32	Experience management as an innovative approach in emerging Mediterranean destinations. <i>Journal of Business Research</i> , 2019, 101, 536-547.	5.8	12
33	Analysis of the Impact of the Triple Helix on Sustainable Innovation Targets in Spanish Technology Companies. <i>Sustainability</i> , 2020, 12, 3274.	1.6	10
34	The impact of IT and customer orientation on building trust and commitment in the supply chain. <i>International Review of Retail, Distribution and Consumer Research</i> , 2008, 18, 343-359.	1.3	9
35	Analysis of the impact of length of stay on the quality of service experience, satisfaction and loyalty. <i>International Review on Public and Nonprofit Marketing</i> , 2017, 14, 253-268.	1.3	9
36	Ethnocentrism at the Coffee Shop Industry: A Study of Starbucks in Developing Countries. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2020, 6, 164.	2.6	8

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37	Un enfoque de marketing de relaciones a la educaci3n como un servicio: aplicaci3n a la Universidad de Valencia. Innovar, 2014, 24, 113-125.	0.1	8
38	ENVIRONMENTAL SUSTAINABILITY IN THE MEDITERRANEAN DESTINATIONS: A LATENT CLASS SEGMENTATION ANALYSIS. Environmental Engineering and Management Journal, 2016, 15, 1501-1510.	0.2	8
39	Contrasting quality of service experience for northern and southern Mediterranean tourists. EuroMed Journal of Business, 2015, 10, 327-337.	1.7	7
40	Co-creating emotional value in a guided tour experience: the interplay among guideâ€™s emotional labour and touristsâ€™ emotional intelligence and participation. Current Issues in Tourism, 2023, 26, 1748-1762.	4.6	7
41	Market Orientation: A Framework for Public Institutions. Journal of Nonprofit and Public Sector Marketing, 2000, 7, 3-23.	0.9	6
42	Understanding University Library Users' Mistreatment of Books. Journal of Academic Librarianship, 2009, 35, 177-183.	1.3	6
43	Assessing formative artscape to predict opera attendeesâ€™ loyalty. European Business Review, 2021, 33, .	1.9	4
44	Innovation and service-dominant logic. Service Business, 2018, 12, 453-456.	2.2	3
45	Feeling emotions in the public performing arts sector: does gender affect?. International Review on Public and Nonprofit Marketing, 2019, 16, 1-22.	1.3	3
46	PUBLIC UNIVERSITY LIBRARIES AND SOCIAL MEDIA: SOME KEY ISSUES DERIVED FROM TWITTER ANALYSIS. , 2021, , .		0
47	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.	0.8	0