

Emerson Wagner Mainardes

List of Publications by Year in descending order

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Version: 2024-02-01

115
papers

1,530
citations

430442

18
h-index

395343

33
g-index

116
all docs

116
docs citations

116
times ranked

1164
citing authors

#	ARTICLE	IF	CITATIONS
1	Stakeholder theory: issues to resolve. <i>Management Decision</i> , 2011, 49, 226-252.	2.2	222
2	A model for stakeholder classification and stakeholder relationships. <i>Management Decision</i> , 2012, 50, 1861-1879.	2.2	126
3	Do Individual Characteristics Influence the Types of Technostress Reported by Workers?. <i>International Journal of Human-Computer Interaction</i> , 2019, 35, 218-230.	3.3	82
4	Sustainable Development in Agriculture and its Antecedents, Barriers and Consequences – An Exploratory Study. <i>Sustainable Production and Consumption</i> , 2021, 27, 298-311.	5.7	55
5	University social responsibility: a student base analysis in Brazil. <i>International Review on Public and Nonprofit Marketing</i> , 2016, 13, 151-169.	1.3	54
6	A Relationship Approach to Higher Education Institution Stakeholder Management. <i>Tertiary Education and Management</i> , 2010, 16, 159-181.	0.6	53
7	Omnichannel strategy and customer loyalty in banking. <i>International Journal of Bank Marketing</i> , 2020, 38, 799-822.	3.6	50
8	Influences on the intention to buy organic food in an emerging market. <i>Marketing Intelligence and Planning</i> , 2017, 35, 858-876.	2.1	47
9	Determinants of co-creation in banking services. <i>International Journal of Bank Marketing</i> , 2017, 35, 187-204.	3.6	44
10	Corporate social responsibility and consumer's relationship intention. <i>Corporate Social Responsibility and Environmental Management</i> , 2020, 27, 313-324.	5.0	36
11	Antecedents and consequents of consumers not adopting e-commerce. <i>Journal of Retailing and Consumer Services</i> , 2020, 55, 102138.	5.3	35
12	e-Commerce: an analysis of the factors that antecede purchase intentions in an emerging market. <i>Journal of International Consumer Marketing</i> , 2019, 31, 447-468.	2.3	30
13	Measuring sustainable development, its antecedents, barriers and consequences in agriculture: An exploratory factor analysis. <i>Environmental Development</i> , 2021, 37, 100583.	1.8	30
14	Self-efficacy, trust, and perceived benefits in the co-creation of value by consumers. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 1159-1180.	2.7	29
15	The relationship between human capital, information technology capability, innovativeness and organizational performance: An integrated approach. <i>Technological Forecasting and Social Change</i> , 2022, 177, 121526.	6.2	29
16	Expectations of higher education students: a comparison between the perception of student and teachers. <i>Tertiary Education and Management</i> , 2016, 22, 171-188.	0.6	25
17	Universities Need a Market Orientation to Attract Non-Traditional Stakeholders as New Financing Sources. <i>Public Organization Review</i> , 2014, 14, 159-171.	1.1	24
18	Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy. <i>Group Decision and Negotiation</i> , 2018, 27, 445-465.	2.0	24

#	ARTICLE	IF	CITATIONS
19	Innovativeness: a bibliometric vision of the conceptual and intellectual structures and the past and future research directions. <i>Scientometrics</i> , 2021, 126, 55-92.	1.6	22
20	Strategy and Strategic Management Concepts: Are They Recognised by Management Students?. <i>E A M: Economie A Management</i> , 2014, 17, 43-61.	0.4	21
21	The role of corruption and risk aversion in entrepreneurial intentions. <i>Applied Economics Letters</i> , 2016, 23, 290-293.	1.0	19
22	Customers' satisfaction with fintech services: evidence from Brazil. <i>Journal of Financial Services Marketing</i> , 2023, 28, 378-395.	2.2	19
23	Brand orientation: a systematic literature review and research agenda. <i>Spanish Journal of Marketing - ESIC</i> , 2020, 24, 97-114.	2.7	18
24	Assessment and evaluation of higher education in business management: an analysis of the Brazilian case in the light of social learning theory for sustainability. <i>Assessment and Evaluation in Higher Education</i> , 2015, 40, 833-854.	3.9	17
25	Effects of internal marketing on job satisfaction in the banking sector. <i>International Journal of Bank Marketing</i> , 2019, 37, 1313-1333.	3.6	16
26	Brand orientation of nonprofit organizations and its relationship with the attitude toward charity and donation intention. <i>International Review on Public and Nonprofit Marketing</i> , 2020, 17, 353-373.	1.3	16
27	External motivators for donation of money and/or goods. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2017, 22, e1568.	0.5	15
28	Tourist expectations and perception of service providers: a Brazilian perspective. <i>Service Business</i> , 2020, 14, 131-166.	2.2	15
29	Antecedents and consequences of sustainable development in agriculture and the moderator role of the barriers: Proposal and test of a structural model. <i>Journal of Rural Studies</i> , 2021, 86, 270-281.	2.1	15
30	Portuguese Public University Student Satisfaction: A stakeholder theory-based approach. <i>Tertiary Education and Management</i> , 2013, 19, 353-372.	0.6	14
31	What motivates money donation? A study on external motivators. <i>RAUSP: Revista De Administra�o Da Universidade De S�o Paulo</i> , 2017, 52, 363-373.	1.0	14
32	The development of new higher education courses. <i>Service Business</i> , 2010, 4, 271-288.	2.2	13
33	Determinants of innovation capacity: Empirical evidence from services firms. <i>Innovation: Management, Policy and Practice</i> , 2014, 16, 404-416.	2.6	13
34	What motivates an individual to make donations of money and / or goods?. <i>International Review on Public and Nonprofit Marketing</i> , 2016, 13, 81-99.	1.3	13
35	Influence of social media on restaurant consumers: A case study of Crab island restaurant. <i>Journal of Foodservice Business Research</i> , 2019, 22, 413-432.	1.3	13
36	Effect of the use of social media in trust, loyalty and purchase intention in physical stores. <i>International Review of Retail, Distribution and Consumer Research</i> , 2019, 29, 456-477.	1.3	13

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37	Effects of internal marketing on strategic orientations in the banking sector. <i>International Journal of Bank Marketing</i> , 2021, 39, 810-833.	3.6	13
38	Green consumption: consumer behavior after an environmental tragedy. <i>Journal of Environmental Planning and Management</i> , 2021, 64, 1156-1183.	2.4	12
39	Marketing capabilities for small and medium enterprises that supply large companies. <i>Journal of Business and Industrial Marketing</i> , 2022, 37, 47-64.	1.8	12
40	Marketing in higher education: A comparative analysis of the Brazil and Portuguese cases. <i>International Review on Public and Nonprofit Marketing</i> , 2012, 9, 43-63.	1.3	11
41	Using expectations and satisfaction to measure the frontiers of efficiency in public universities. <i>Tertiary Education and Management</i> , 2014, 20, 339-353.	0.6	10
42	Estudo sobre os fatores que afetam a intenção de compras online. <i>REGE Revista De Gestão</i> , 2017, 24, 181-194.	1.0	10
43	Antecedents and consequents of user satisfaction on Instagram. <i>Marketing Intelligence and Planning</i> , 2021, 39, 687-701.	2.1	10
44	Creating a competitive advantage in Higher Education Institutions: proposal and test of a conceptual model. <i>International Journal of Management in Education</i> , 2011, 5, 145.	0.1	8
45	Exploring Challenges in University Technology Transfer in Brazil. <i>International Journal of Innovation and Technology Management</i> , 2017, 14, 1750021.	0.8	8
46	The informatics technology and innovation in the service production. <i>Structural Change and Economic Dynamics</i> , 2017, 43, 27-38.	2.1	8
47	Why do entrepreneurs open tech startups? A comparative study between Brazilian and foreign enterprises. <i>International Entrepreneurship and Management Journal</i> , 2019, 15, 233-255.	2.9	8
48	Strategy and strategic management concepts: are they recognised by management students?. <i>E A M: Economie A Management</i> , 2014, 17, 43-61.	0.4	7
49	A relationship between technostress, satisfaction at work, organizational commitment and demography: evidence from the Brazilian public sector. <i>Revista Gestão & Tecnologia</i> , 2020, 20, 176-201.	0.3	7
50	Types of Technological Entrepreneurs: a Study in a Large Emerging Economy. <i>Journal of the Knowledge Economy</i> , 2018, 9, 378-401.	2.7	6
51	Consequences of customer experience quality on franchises and non-franchises models. <i>International Journal of Retail and Distribution Management</i> , 2019, 47, 311-330.	2.7	6
52	Accounting services quality: a systematic literature review and bibliometric analysis. <i>Asian Journal of Accounting Research</i> , 2021, 6, 80-94.	1.6	6
53	Consumers'™ evaluations of the efficiency of actions to improve environmental quality: A comparative study between Brazil and China. <i>International Journal of Consumer Studies</i> , 2017, 41, 659-670.	7.2	5
54	The dimensions of accounting service quality. <i>SN Business & Economics</i> , 2021, 1, 105.	0.6	5

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55	Measuring the Internal-Market Orientation in the Public Sector. <i>Public Organization Review</i> , 2016, 16, 179-197.	1.1	4
56	Dimensions of Internal Market Orientation Related to Job Satisfaction and Appreciation in Brazilian Healthcare Service. <i>Journal of Health Management</i> , 2018, 20, 291-308.	0.4	4
57	Public Corporate e-Learning: Antecedents and Results. <i>Public Organization Review</i> , 2022, 22, 1139-1156.	1.1	4
58	Antecedents of trust in product review blogs and their impact on users'™ behavioral intentions. <i>International Review of Retail, Distribution and Consumer Research</i> , 0, , 1-27.	1.3	4
59	O MARKETING SOCIAL E A PROMOÇÃO DE MUDANÇAS ESTRUTURAIS NO ALEITAMENTO MATERNO. <i>RAE Revista De Administracao De Empresas</i> , 2014, 54, 370-380.	0.1	3
60	Healthy food purchasing behavior for children. <i>International Review on Public and Nonprofit Marketing</i> , 2019, 16, 103-124.	1.3	3
61	Brand equity of commoditized products of famous brands. <i>Marketing Intelligence and Planning</i> , 2020, 38, 296-309.	2.1	3
62	Effects of Perceived Justice on the Behavioral Intention of Customers in the Banking Sector. <i>Journal of Relationship Marketing</i> , 2022, 21, 27-49.	2.8	3
63	Politics and social media: an analysis of factors anteceding voting intention. <i>International Review on Public and Nonprofit Marketing</i> , 2022, 19, 309-332.	1.3	3
64	Sales promotion and the purchasing behavior of food consumers. <i>Revista Brasileira De Marketing</i> , 2019, 18, 101-126.	0.1	3
65	Determinantes internos e externos da capacidade inovadora das empresas de serviços portuguesas: Modelo Logit. <i>REGE Revista De Gestão</i> , 2012, 19, 39-54.	1.0	3
66	Escolha de cursos de pós-graduação lato sensu e os seus fatores determinantes. <i>Revista Gestão Universitária Na América Latina</i> , 0, , 219-239.	0.1	2
67	Voter's™ Perceptions on Candidate Choice for Director of Public Educational Institutions. <i>Public Organization Review</i> , 2020, 20, 179-201.	1.1	2
68	Antecedents and Consequents of Loyalty to a Religious Organization. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2021, 33, 84-107.	0.9	2
69	Social Accountability: E-Monitoring Public Management in an Emerging Economy. <i>Public Organization Review</i> , 2022, 22, 155-172.	1.1	2
70	Environmental marketing: acceptance of price premium in the Brazilian apparel industry. <i>Revista Brasileira De Marketing</i> , 2021, 20, .	0.1	2
71	The Influence of Culture on Entrepreneurship: Differences Between the Perceptions of Portuguese and Spanish Cultures. <i>Journal of the Knowledge Economy</i> , 2022, 13, 3002-3028.	2.7	2
72	Avaliação da qualidade de atributos específicos de instituições de ensino superior em cursos privados de administração em Joinville, SC. <i>Organizações & Sociedade</i> , 2011, 18, 429-444.	0.1	2

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73	Percepções de qualidade do serviço público. Revista Pensamento Contemporâneo Em Administração, 2015, 9, 107.	0.2	2
74	Atividades de Marketing de Relacionamento utilizadas pelas Agências de Publicidade e Propaganda. Revista Brasileira De Marketing, 2016, 15, 281-296.	0.1	2
75	Antecedentes e Consequentes do Valor Percebido em Usuários de Smartphone. Revista De Administração, Sociedade E Inovação, 2020, 6, 60-79.	0.0	2
76	Journal Editor Perceptions of Universities: Some empirical evidence. Tertiary Education and Management, 2012, 18, 79-92.	0.6	1
77	Compra não Planejada e Endividamento Pessoal: Uma Análise de Relação. Revista Administração Em Diálogo, 2017, 19, 49.	0.1	1
78	Internal-market orientation and job satisfaction in the public sector: a case study of fire inspectors in Brazil. International Review on Public and Nonprofit Marketing, 2018, 15, 143-160.	1.3	1
79	Validation of the ISS-QUAL and the role of gender, age and education on it service quality in the public sector. Information Technology and Management, 2018, 19, 217-230.	1.4	1
80	Marketing Differences Study Motivations between Luso and Brazil Students. Journal of Open Innovation: Technology, Market, and Complexity, 2021, 7, 124.	2.6	1
81	Fatores Pessoais que Motivam a Doação de Dinheiro e/ou Bens. Administração Pública E Gestão Social, 2018, 10, 188-198.	0.2	1
82	O QUE MOTIVA AS MULHERES A DOAR DINHEIRO E/OU BENS?. RGSA: Revista De Gestão Social E Ambiental, 2016, 10, 32.	0.5	1
83	A LIDERANÇA TRANSFORMACIONAL COMO FACTOR DE DESENVOLVIMENTO NA GESTÃO PELA QUALIDADE TOTAL: CRIATIVIDADE, INOVAÇÃO, CONFIANÇA E TRABALHO EM EQUIPA. Revista Gestão Industrial, 2010, 6, .	0.0	1
84	Antecedentes da Intenção de Compra em sites de Reservas de Hotéis e Pousadas. Revista Ciências Administrativas, 2020, 26, .	0.1	1
85	Produção científica brasileira em marketing de serviços: análise dos eventos ENANPAD e EMA, 2003-2006. Base, 2008, 5, 142-153.	0.1	1
86	Avaliação da qualidade nos serviços educacionais das instituições de ensino superior em Joinville, SC. REGE Revista De Gestão, 2009, 16, 17-32.	1.0	1
87	Percepções dos stakeholders sobre a qualidade de uma instituição de ensino superior. Revista Eletrônica De Ciência Administrativa, 2009, 8, 90-105.	0.1	1
88	Transforming Crises into Opportunities to Generate Sustainable Business in Brazil. Advances in Business Strategy and Competitive Advantage Book Series, 2015, , 46-60.	0.2	1
89	Qualidade Percebida de Serviços de Tecnologia da Informação: O Papel do Technostress e das Diferenças Individuais. Revista Sociedade, Contabilidade E Gestão, 2016, 10, .	0.1	1
90	Lealdade de cooperados em uma cooperativa de crédito. Revista Pensamento Contemporâneo Em Administração, 2016, 10, 30.	0.2	1

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91	CARACTERÍSTICAS EMPREENDEDORAS DO PRODUTOR RURAL CAPIXABA. GestÃ£o & Regionalidade, 2017, 33, .	0.1	1
92	Time donation: factors influencing volunteering. Revista Pensamento ContemporÃneo Em AdministraÃ£o, 2017, 11, 151.	0.2	1
93	O COMPORTAMENTO DO ELEITOR BRASILEIRO NA ESCOLHA DO CANDIDATO. Revista GestÃ£o E Desenvolvimento, 2019, 16, 201.	0.1	1
94	Elements that compose the non-profit BRAND orientation in an emerging country. International Review on Public and Nonprofit Marketing, 0, , 1.	1.3	1
95	Do tensions lead to positive career satisfaction results?. Revista De Administracao Mackenzie, 2022, 23, .	0.2	1
96	A Systematization of the Literature on Organizations with Dispersed Powers: The Need for New Management Models. Journal of Management Research, 2010, 3, .	0.0	0
97	OrientaÃ£o para o Mercado em OrganizaÃ£o sem Fins Lucrativos. Revista AdministraÃ£o Em DiÃlogo, 2016, 18, .	0.1	0
98	Portuguese state university performance according to students: an efficiency analysis. Revista Brasileira De PolÃtica E AdministraÃ£o Da EducaÃ£o, 2016, 32, 421.	0.0	0
99	Simplification and Digitalization Practices on Fire Inspection Service: Case Study in a State Fire Department in Brazil. Applying Quality of Life Research, 2016, , 203-215.	0.3	0
100	Fatores que afetam a percepÃ£o do colaborador sobre a orientaÃ£o para o mercado de uma empresa do setor de tecnologia da informaÃ£o. REGE Revista De GestÃo, 2016, 23, 148-158.	1.0	0
101	O gap entre as expectativas do serviÃo esperado pelos alunos e as expectativas dos alunos na visÃo do corpo docente. Revista GestÃo UniversitÃria Na AmÃrica Latina, 0, , 249-273.	0.1	0
102	Satisfaction of professionals of participating companies with the performance of supplier development programs. GestÃo & ProduÃo, 2021, 28, .	0.5	0
103	GestÃo EstratÃgica; GestÃo UniversitÃria; GestÃo de Pequenas Empresas; EstratÃgia em InstituiÃes de Ensino Superior; Planejamento EstratÃgico.. Contextus - Revista ContemporÃnea De Economia E GestÃo, 2013, 9, .	0.1	0
104	OrientaÃ£o para o mercado no segmento hoteleiro: o caso portuguÃs. Turismo Em anÃlise, 2009, 20, 446.	0.0	0
105	Quality of Administration Courses and Higher Education Institutions in Joinville - SC: a study on factors related to job market awareness of students. Revista Brasileira De Gestao De Negocios, 2010, , 208-223.	0.2	0
106	PROPOSTA DE UMA ESTRATÃGIA PARA O DESENVOLVIMENTO DE NOVOS CURSOS DE ENSINO SUPERIOR http://dx.doi.org/10.5585/riae.v10i2.1685 . Revista Ibero-Americana De EstratÃgia, 2011, 10, .	0.0	0
107	Proposal for a Strategy for Development of New Courses of Higher Education Http://Dx.Doi.Org/10.5585/Riae.V10i2.1685 . Revista Ibero-Americana De EstratÃgia, 2011, 10, 58-83.	0.0	0
108	THE EXPECTATIONS AND SATISFACTION LEVELS OF ACADEMIC JOURNALS EDITORS IN THEIR RELATIONSHIPS WITH UNIVERSITIES. Contextus - Revista ContemporÃnea De Economia E GestÃo, 2015, 13, .	0.1	0

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109	FATORES DE INOVAÇÃO DAS EMPRESAS CAPIXABAS. Revista Brasileira De Gestão E Inovação, 2015, 2, 26-55.	0	0
110	Strategy concepts in the view of management students. Revista Ibero-Americana De Estratégia, 2015, 14, 75-92.	0.0	0
111	O ENTENDIMENTO DOS ESTUDANTES DOS CURSOS TÉCNICOS DE ADMINISTRAÇÃO SOBRE AS ATIVIDADES REALIZADAS PELO MARKETING. Revista De Administração De Roraima, 2016, 6, 535.	0.1	0
112	Orientação para o Mercado Interno no Serviço Público de Ensino. Revista Organizações Em Contexto, 2017, 13, 291.	0.0	0
113	O TEMPO DE EMPRESA E A MUDANÇA DE PERCEÇÃO DO FUNCIONÁRIO EM RELAÇÃO A ORIENTAÇÃO PARA O MERCADO ORGANIZATION TENURE AND EMPLOYEE 'S PERCEPTION ABOUT MARKET ORIENTATION. Revista Brasileira De Gestão E Inovação, 2018, V.5, 24-44.	0.0	0
114	Um estudo sobre Brand Personality no ensino superior privado. Revista Gestão Universitária Na América Latina, 0, , 251-271.	0.1	0
115	Antecedents of the faithful™s loyalty. International Review on Public and Nonprofit Marketing, 0, , .	1.3	0