

# Emerson Wagner Mainardes

## List of Publications by Year in descending order

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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	Customers' satisfaction with fintech services: evidence from Brazil. <i>Journal of Financial Services Marketing</i> , 2023, 28, 378-395.	2.2	19
2	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
3	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
4	Social Accountability: E-Monitoring Public Management in an Emerging Economy. <i>Public Organization Review</i> , 2022, 22, 155-172.	1.1	2
5	Politics and social media: an analysis of factors antecedent voting intention. <i>International Review on Public and Nonprofit Marketing</i> , 2022, 19, 309-332.	1.3	3
6	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
7	Public Corporate e-Learning: Antecedents and Results. <i>Public Organization Review</i> , 2022, 22, 1139-1156.	1.1	4
8	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
9	Do tensions lead to positive career satisfaction results?. <i>Revista De Administracao Mackenzie</i> , 2022, 23, .	0.2	1
10	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
11	Measuring sustainable development, its antecedents, barriers and consequences in agriculture: An exploratory factor analysis. <i>Environmental Development</i> , 2021, 37, 100583.	1.8	30
12	Green consumption: consumer behavior after an environmental tragedy. <i>Journal of Environmental Planning and Management</i> , 2021, 64, 1156-1183.	2.4	12
13	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
14	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
15	Antecedents and consequents of user satisfaction on Instagram. <i>Marketing Intelligence and Planning</i> , 2021, 39, 687-701.	2.1	10
16	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
17	Marketing Differences Study Motivations between Luso and Brazil Students. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2021, 7, 124.	2.6	1
18	Environmental marketing: acceptance of price premium in the Brazilian apparel industry. <i>Revista Brasileira De Marketing</i> , 2021, 20, .	0.1	2

#	ARTICLE	IF	CITATIONS
19	The dimensions of accounting service quality. SN Business & Economics, 2021, 1, 105.	0.6	5
20	Antecedents and consequences of sustainable development in agriculture and the moderator role of the barriers: Proposal and test of a structural model. Journal of Rural Studies, 2021, 86, 270-281.	2.1	15
21	Satisfaction of professionals of participating companies with the performance of supplier development programs. Gest�o & Produ�o, 2021, 28, .	0.5	0
22	Accounting services quality: a systematic literature review and bibliometric analysis. Asian Journal of Accounting Research, 2021, 6, 80-94.	1.6	6
23	Voter�s Perceptions on Candidate Choice for Director of Public Educational Institutions. Public Organization Review, 2020, 20, 179-201.	1.1	2
24	Corporate social responsibility and consumer's relationship intention. Corporate Social Responsibility and Environmental Management, 2020, 27, 313-324.	5.0	36
25	Tourist expectations and perception of service providers: a Brazilian perspective. Service Business, 2020, 14, 131-166.	2.2	15
26	Brand orientation: a systematic literature review and research agenda. Spanish Journal of Marketing - ESIC, 2020, 24, 97-114.	2.7	18
27	Omnichannel strategy and customer loyalty in banking. International Journal of Bank Marketing, 2020, 38, 799-822.	3.6	50
28	Brand equity of commoditized products of famous brands. Marketing Intelligence and Planning, 2020, 38, 296-309.	2.1	3
29	Antecedents and consequents of consumers not adopting e-commerce. Journal of Retailing and Consumer Services, 2020, 55, 102138.	5.3	35
30	Brand orientation of nonprofit organizations and its relationship with the attitude toward charity and donation intention. International Review on Public and Nonprofit Marketing, 2020, 17, 353-373.	1.3	16
31	Antecedentes da Inten�o de Compra em sites de Reservas de Hot�is e Pousadas. Revista Ci�ncias Administrativas, 2020, 26, .	0.1	1
32	Antecedentes e Consequentes do Valor Percebido em Usu�rios de Smartphone. Revista De Administra�o, Sociedade E Inova�o, 2020, 6, 60-79.	0.0	2
33	A relationship between technostress, satisfaction at work, organizational commitment and demography: evidence from the Brazilian public sector. Revista Gest�o & Tecnologia, 2020, 20, 176-201.	0.3	7
34	Influence of social media on restaurant consumers: A case study of Crab island restaurant. Journal of Foodservice Business Research, 2019, 22, 413-432.	1.3	13
35	Consequences of customer experience quality on franchises and non-franchises models. International Journal of Retail and Distribution Management, 2019, 47, 311-330.	2.7	6
36	e-Commerce: an analysis of the factors that antecede purchase intentions in an emerging market. Journal of International Consumer Marketing, 2019, 31, 447-468.	2.3	30

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37	Healthy food purchasing behavior for children. <i>International Review on Public and Nonprofit Marketing</i> , 2019, 16, 103-124.	1.3	3
38	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
39	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
40	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
41	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
42	Sales promotion and the purchasing behavior of food consumers. <i>Revista Brasileira De Marketing</i> , 2019, 18, 101-126.	0.1	3
43	O COMPORTAMENTO DO ELEITOR BRASILEIRO NA ESCOLHA DO CANDIDATO. <i>Revista Gest�o E Desenvolvimento</i> , 2019, 16, 201.	0.1	1
44	Internal-market orientation and job satisfaction in the public sector: a case study of fire inspectors in Brazil. <i>International Review on Public and Nonprofit Marketing</i> , 2018, 15, 143-160.	1.3	1
45	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
46	Women Entrepreneurs and Family Firm Heterogeneity: Evidence from an Emerging Economy. <i>Group Decision and Negotiation</i> , 2018, 27, 445-465.	2.0	24
47	Validation of the ISS-QUAL and the role of gender, age and education on it service quality in the public sector. <i>Information Technology and Management</i> , 2018, 19, 217-230.	1.4	1
48	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
49	Fatores Pessoais que Motivam a Doa�o de Dinheiro e/ou Bens. <i>Administra�o P�blica E Gest�o Social</i> , 2018, 10, 188-198.	0.2	1
50	O TEMPO DE EMPRESA E A MUDAN�A DE PERCEP�O DO FUNCION�RIO EM RELA�O A ORIENTA�O PARA O MERCADO   ORGANIZATION TENURE AND EMPLOYEE 'S PERCEPTION ABOUT MARKET ORIENTATION. <i>Revista Brasileira De Gest�o E Inova�o</i> , 2018, V.5, 24-44.	0.0	0
51	Determinants of co-creation in banking services. <i>International Journal of Bank Marketing</i> , 2017, 35, 187-204.	3.6	44
52	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
53	Exploring Challenges in University Technology Transfer in Brazil. <i>International Journal of Innovation and Technology Management</i> , 2017, 14, 1750021.	0.8	8
54	Estudo sobre os fatores que afetam a inten�o de compras online. <i>REGE Revista De Gest�o</i> , 2017, 24, 181-194.	1.0	10

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55	What motivates money donation? A study on external motivators. RAUSP: Revista De Administraç�o Da Universidade De S�o Paulo, 2017, 52, 363-373.	1.0	14
56	Influences on the intention to buy organic food in an emerging market. Marketing Intelligence and Planning, 2017, 35, 858-876.	2.1	47
57	Consumers'™ evaluations of the efficiency of actions to improve environmental quality: A comparative study between Brazil and China. International Journal of Consumer Studies, 2017, 41, 659-670.	7.2	5
58	Self-efficacy, trust, and perceived benefits in the co-creation of value by consumers. International Journal of Retail and Distribution Management, 2017, 45, 1159-1180.	2.7	29
59	The informatics technology and innovation in the service production. Structural Change and Economic Dynamics, 2017, 43, 27-38.	2.1	8
60	Compra n�o Planejada e Endividamento Pessoal: Uma An�lise de Rela�o. Revista Administra�o Em Di�logo, 2017, 19, 49.	0.1	1
61	Orienta�o para o Mercado Interno no Servi�o P�blico de Ensino. Revista Organiza�es Em Contexto, 2017, 13, 291.	0.0	0
62	CARACTER�STICAS EMPREENDEDORAS DO PRODUTOR RURAL CAPIXABA. Gest�o & Regionalidade, 2017, 33, .	0.1	1
63	Time donation: factors influencing volunteering. Revista Pensamento Contempor�neo Em Administra�o, 2017, 11, 151.	0.2	1
64	Orienta�o para o Mercado em Organiza�o sem Fins Lucrativos. Revista Administra�o Em Di�logo, 2016, 18, .	0.1	0
65	Portuguese state university performance according to students: an efficiency analysis. Revista Brasileira De Pol�tica E Administra�o Da Educa�o, 2016, 32, 421.	0.0	0
66	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
67	Fatores que afetam a percep�o do colaborador sobre a orienta�o para o mercado de uma empresa do setor de tecnologia da informa�o. REGE Revista De Gest�o, 2016, 23, 148-158.	1.0	0
68	University social responsibility: a student base analysis in Brazil. International Review on Public and Nonprofit Marketing, 2016, 13, 151-169.	1.3	54
69	Expectations of higher education students: a comparison between the perception of student and teachers. Tertiary Education and Management, 2016, 22, 171-188.	0.6	25
70	What motivates an individual to make donations of money and / or goods?. International Review on Public and Nonprofit Marketing, 2016, 13, 81-99.	1.3	13
71	The role of corruption and risk aversion in entrepreneurial intentions. Applied Economics Letters, 2016, 23, 290-293.	1.0	19
72	Measuring the Internal-Market Orientation in the Public Sector. Public Organization Review, 2016, 16, 179-197.	1.1	4

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73	O QUE MOTIVA AS MULHERES A DOAR DINHEIRO E/OU BENS?. RGSA: Revista De GestÃ£o Social E Ambiental, 2016, 10, 32.	0.5	1
74	Qualidade Percebida de ServiÃ§os de Tecnologia da InformaÃ§Ã£o: O Papel do Technostress e das DiferenÃ§as Individuais. Revista Sociedade, Contabilidade E GestÃ£o, 2016, 10, .	0.1	1
75	AÃ§Ãµes de Marketing de Relacionamento utilizadas pelas AgÃªncias de Publicidade e Propaganda. Revista Brasileira De Marketing, 2016, 15, 281-296.	0.1	2
76	O ENTENDIMENTO DOS ESTUDANTES DOS CURSOS TÃ©CNICOS DE ADMINISTRAÃ§Ã£o SOBRE AS ATIVIDADES REALIZADAS PELO MARKETING. Revista De AdministraÃ§Ã£o De Roraima, 2016, 6, 535.	0.1	0
77	Lealdade de cooperados em uma cooperativa de crÃ©dito. Revista Pensamento ContemporÃ¢neo Em AdministraÃ§Ã£o, 2016, 10, 30.	0.2	1
78	Assessment and evaluation of higher education in business management: an analysis of the Brazilian case in the light of social learning theory for sustainability. Assessment and Evaluation in Higher Education, 2015, 40, 833-854.	3.9	17
79	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
80	THE EXPECTATIONS AND SATISFACTION LEVELS OF ACADEMIC JOURNALS EDITORS IN THEIR RELATIONSHIPS WITH UNIVERSITIES. Contextus - Revista ContemporÃ¢nea De Economia E GestÃ£o, 2015, 13, .	0.1	0
81	FATORES DE INOVAÃ§Ã£o DAS EMPRESAS CAPIXABAS. Revista Brasileira De GestÃ£o E InovaÃ§Ã£o, 2015, 2, 26-56.	0	0
82	PercepÃ§Ãµes de qualidade do serviÃ§o pÃºblico. Revista Pensamento ContemporÃ¢neo Em AdministraÃ§Ã£o, 2015, 9, 107.	0.2	2
83	Strategy concepts in the view of management students. Revista Ibero-Americana De EstratÃ©gia, 2015, 14, 75-92.	0.0	0
84	O MARKETING SOCIAL E A PROMOÃ§Ã£o DE MUDANÃ§AS ESTRUTURAIS NO ALEITAMENTO MATERNO. RAE Revista De Administracao De Empresas, 2014, 54, 370-380.	0.1	3
85	Determinants of innovation capacity: Empirical evidence from services firms. Innovation: Management, Policy and Practice, 2014, 16, 404-416.	2.6	13
86	Using expectations and satisfaction to measure the frontiers of efficiency in public universities. Tertiary Education and Management, 2014, 20, 339-353.	0.6	10
87	Universities Need a Market Orientation to Attract Non-Traditional Stakeholders as New Financing Sources. Public Organization Review, 2014, 14, 159-171.	1.1	24
88	Strategy and Strategic Management Concepts: Are They Recognised by Management Students?. E A M: Economie A Management, 2014, 17, 43-61.	0.4	21
89	Strategy and strategic management concepts: are they recognised by management students?. E A M: Economie A Management, 2014, 17, 43-61.	0.4	7
90	Portuguese Public University Student Satisfaction: A stakeholder theory-based approach. Tertiary Education and Management, 2013, 19, 353-372.	0.6	14

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91	Gestão Estratégica; Gestão Universitária; Gestão de Pequenas Empresas; Estratégia em Instituições de Ensino Superior; Planejamento Estratégico.. Contextus - Revista Contemporânea De Economia E Gestão, 2013, 9, .	0.1	0
92	A model for stakeholder classification and stakeholder relationships. Management Decision, 2012, 50, 1861-1879.	2.2	126
93	Journal Editor Perceptions of Universities: Some empirical evidence. Tertiary Education and Management, 2012, 18, 79-92.	0.6	1
94	Marketing in higher education: A comparative analysis of the Brazil and Portuguese cases. International Review on Public and Nonprofit Marketing, 2012, 9, 43-63.	1.3	11
95	Determinantes internos e externos da capacidade inovadora das empresas de serviços portuguesas: Modelo Logit. REGE Revista De Gestão, 2012, 19, 39-54.	1.0	3
96	Stakeholder theory: issues to resolve. Management Decision, 2011, 49, 226-252.	2.2	222
97	Creating a competitive advantage in Higher Education Institutions: proposal and test of a conceptual model. International Journal of Management in Education, 2011, 5, 145.	0.1	8
98	Avaliação da qualidade de atributos específicos de instituições de ensino superior em cursos privados de administração em Joinville, SC. Organizações & Sociedade, 2011, 18, 429-444.	0.1	2
99	PROPOSTA DE UMA ESTRATÉGIA PARA O DESENVOLVIMENTO DE NOVOS CURSOS DE ENSINO SUPERIOR <a href="http://dx.doi.org/10.5585/riae.v10i2.1685">http://dx.doi.org/10.5585/riae.v10i2.1685. Revista Ibero-Americana De Estratégia, 2011, 10, .	0.0	0
100	Proposal for a Strategy for Development of New Courses of Higher Education <a href="http://dx.doi.org/10.5585/riae.v10i2.1685">Http://Dx.Doi.Org/10.5585/Riae.V10i2.1685. Revista Ibero-Americana De Estratégia, 2011, 10, 58-83.	0.0	0
101	The development of new higher education courses. Service Business, 2010, 4, 271-288.	2.2	13
102	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
103	A Relationship Approach to Higher Education Institution Stakeholder Management. Tertiary Education and Management, 2010, 16, 159-181.	0.6	53
104	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
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	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
107	Percepções dos stakeholders sobre a qualidade de uma instituição de ensino superior. Revista Eletrônica De Ciência Administrativa, 2009, 8, 90-105.	0.1	1
108	Orientação para o mercado no segmento hoteleiro: o caso português. Turismo Em análise, 2009, 20, 446.	0.0	0

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109	Produção científica brasileira em marketing de serviços: análise dos eventos ENANPAD e EMA, 2003-2006. Base, 2008, 5, 142-153.	0.1	1
110	Escolha de cursos de pós-graduação lato sensu e os seus fatores determinantes. Revista Gestão Universitária Na América Latina, 0, , 219-239.	0.1	2
111	O gap entre as expectativas do serviço esperado pelos alunos e as expectativas dos alunos na visão do corpo docente. Revista Gestão Universitária Na América Latina, 0, , 249-273.	0.1	0
112	Um estudo sobre Brand Personality no ensino superior privado. Revista Gestão Universitária Na América Latina, 0, , 251-271.	0.1	0
113	Elements that compose the non-profit BRAND orientation in an emerging country. International Review on Public and Nonprofit Marketing, 0, , 1.	1.3	1
114	Antecedents of trust in product review blogs and their impact on users' behavioral intentions. International Review of Retail, Distribution and Consumer Research, 0, , 1-27.	1.3	4
115	Antecedents of the faithful's loyalty. International Review on Public and Nonprofit Marketing, 0, , .	1.3	0