

Laura MuÃ‘oz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8526769/publications.pdf>

Version: 2024-02-01

5
papers

151
citations

2258059

3
h-index

2550090

3
g-index

5
all docs

5
docs citations

5
times ranked

117
citing authors

#	ARTICLE	IF	CITATIONS
1	Siri, Alexa, and other digital assistants: a study of customer satisfaction with artificial intelligence applications. <i>Journal of Marketing Management</i> , 2019, 35, 1401-1436.	2.3	128
2	Professional student organizations and experiential learning activities: What drives student intentions to participate?. <i>Journal of Education for Business</i> , 2016, 91, 45-51.	1.6	17
3	Who Are You Going After? A Practical Typology to Generate Engagement in Professional Student Organizations. <i>Marketing Education Review</i> , 2016, 26, 105-118.	1.3	4
4	Does Empathy Matter? An Exploratory Study of Class-Transition Satisfaction in Unplanned Course Interruptions. <i>Journal of Marketing Education</i> , 0, , 027347532110738.	2.4	2
5	Research Note: Helping Students Market Themselves with <i>The Power of Who!</i>. <i>Marketing Education Review</i> , 2017, 27, 202-209.	1.3	0