

JosÃ© Manuel Mas Iglesias

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8584629/publications.pdf>

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5
papers

50
citations

2258059

3
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

22
citing authors

#	ARTICLE	IF	CITATIONS
1	Value-based adoption of augmented reality: A study on the influence on online purchase intention in retail. <i>Journal of Consumer Behaviour</i> , 2023, 22, 912-932.	4.2	9
2	Social partners in the digital ecosystem: Will business organizations, trade unions and government organizations survive the digital revolution?. <i>Technological Forecasting and Social Change</i> , 2021, 162, 120349.	11.6	30
3	Barreras y oportunidades para la comunicaci3n de la responsabilidad social en redes sociales. <i>Comunicaci3n Y Hombre</i> , 2021, , 349-361.	0.1	4
4	Facebook as a Promotional Tool for Spanish Museums 2016-2020 and COVID Influence. <i>Journal of Promotion Management</i> , 2021, 27, 812-831.	3.4	4
5	Museos espa±oles en Facebook: an3lisis de su comunicaci3n como museos sociales. <i>Revista De Comunicacion</i> , 2018, 17, 185-207.	1.0	3