

# David Lopez-Lopez

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9316509/publications.pdf>

Version: 2024-02-01

6  
papers

153  
citations

1937457

4  
h-index

2272820

4  
g-index

6  
all docs

6  
docs citations

6  
times ranked

116  
citing authors

#	ARTICLE	IF	CITATIONS
1	Behind influencer marketing: key marketing decisions and their effects on followersâ€™ responses. Journal of Marketing Management, 2020, 36, 579-607.	1.2	115
2	Empowering Citizensâ€™ Cognition and Decision Making in Smart Sustainable Cities. IEEE Consumer Electronics Magazine, 2020, 9, 102-108.	2.3	20
3	A clusteringâ€“based review on project portfolio optimization methods. International Transactions in Operational Research, 2022, 29, 172-199.	1.8	12
4	Comparing Digital Strategies and Social Media Usage in B2B and B2C Industries in Spain. Journal of Business-to-Business Marketing, 2020, 27, 175-186.	0.8	6
5	Online corporate reputation strategies. Analysis based on the command chain position. , 2014, , .		0
6	Clustering based techniques for business classification based on the binomial-tactical strategy to manage their online reputation model. , 2014, , .		0