

David Lopez-Lopez

List of Publications by Year in descending order

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

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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	A clustering-based review on project portfolio optimization methods. <i>International Transactions in Operational Research</i> , 2022, 29, 172-199.	1.8	12
2	Empowering Citizens'™ Cognition and Decision Making in Smart Sustainable Cities. <i>IEEE Consumer Electronics Magazine</i> , 2020, 9, 102-108.	2.3	20
3	Comparing Digital Strategies and Social Media Usage in B2B and B2C Industries in Spain. <i>Journal of Business-to-Business Marketing</i> , 2020, 27, 175-186.	0.8	6
4	Behind influencer marketing: key marketing decisions and their effects on followers'™ responses. <i>Journal of Marketing Management</i> , 2020, 36, 579-607.	1.2	115
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