

Claudio Sampaio

List of Publications by Year in descending order

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83
papers

1,156
citations

430442

18
h-index

454577

30
g-index

83
all docs

83
docs citations

83
times ranked

943
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer engagement in social media: a framework and meta-analysis. Journal of the Academy of Marketing Science, 2020, 48, 1211-1228.	7.2	191
2	Student satisfaction in higher education: a meta-analytic study. Journal of Marketing for Higher Education, 2017, 27, 1-18.	2.3	95
3	Apps for mobile banking and customer satisfaction: a cross-cultural study. International Journal of Bank Marketing, 2017, 35, 1133-1153.	3.6	80
4	A Meta-Analysis of the Antecedents and Consequences of Satisfaction in Tourism and Hospitality. Journal of Hospitality Marketing and Management, 2016, 25, 975-1009.	5.1	56
5	The brand experience extended model: a meta-analysis. Journal of Brand Management, 2018, 25, 519-535.	2.0	54
6	Meta-Analysis of the Long- and Short-Term Effects of Sales Promotions on Consumer Behavior. Journal of Promotion Management, 2016, 22, 425-442.	2.4	43
7	Tourists' perceived value and destination revisit intentions: The moderating effect of domain-specific innovativeness. International Journal of Tourism Research, 2018, 20, 277-285.	2.1	38
8	Antecedents and consequences of impulse buying: a meta-analytic study. RAUSP Management Journal, 2019, 54, 178-204.	0.8	38
9	What Motivates Brazilian Academic Researchers to Transfer Technology?. Journal of Technology Management and Innovation, 2013, 8, 13-14.	0.5	36
10	Modeling antecedents of student loyalty in higher education. Journal of Marketing for Higher Education, 2012, 22, 101-116.	2.3	34
11	Students' trust, value and loyalty: evidence from higher education in Brazil. Journal of Marketing for Higher Education, 2012, 22, 83-100.	2.3	33
12	The moderating effect of managers' leadership behavior on salespeople's self-efficacy. Journal of Retailing and Consumer Services, 2018, 40, 150-162.	5.3	28
13	Marketing metrics: Insights from Brazilian managers. Industrial Marketing Management, 2011, 40, 8-16.	3.7	27
14	Intervenientes na transferência de tecnologia universidade-empresa: o caso PUCRS. RAC: Revista De Administração Contemporânea, 2012, 16, 59-78.	0.1	25
15	A meta-analysis of satisfaction in the banking sector. International Journal of Bank Marketing, 2016, 34, 798-820.	3.6	23
16	Pesquisa científica da área de marketing: uma revisão histórica. RAC: Revista De Administração Contemporânea, 2006, 10, 179-202.	0.1	21
17	Análise da qualidade dos artigos científicos da área de marketing no Brasil: as pesquisas survey na década de 90. RAC: Revista De Administração Contemporânea, 2000, 4, 201-219.	0.1	19
18	A meta-analytical study of technological acceptance in banking contexts. International Journal of Bank Marketing, 2019, 37, 755-774.	3.6	19

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19	An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. RAUSP: Revista De Administra��o Da Universidade De S�o Paulo, 2015, 50, 416-431.	1.0	18
20	The antecedents of export performance of Brazilian small and medium-sized enterprises (SMEs): The non-linear effects of customer orientation. International Small Business Journal, 2016, 34, 701-727.	2.9	18
21	Construal level and collaborative consumption: An exploratory approach. International Journal of Consumer Studies, 2018, 42, 264-273.	7.2	18
22	Impacto dos recursos da empresa na performance de inova��o. RAE Revista De Administracao De Empresas, 2007, 47, 1-13.	0.1	17
23	Moderating Effects of Sales Promotion Types. BAR - Brazilian Administration Review, 2015, 12, 169-189.	0.4	14
24	The role of satisfaction in fashion marketing: a meta-analysis. Journal of Global Fashion Marketing, 2018, 9, 305-321.	2.4	14
25	Behaviour-Based and Outcome-Based Control Systems: A Meta-Analytic Study. Canadian Journal of Administrative Sciences, 2019, 36, 149-162.	0.9	14
26	Invent�rio de artigos cient�ficos na �rea de marketing no Brasil. RAC: Revista De Administra��o Contempor�nea, 2000, 4, 159-173.	0.1	13
27	Entrepreneurial capacities as antecedents of business performance in Brazilian firms. Canadian Journal of Administrative Sciences, 2014, 31, 90-103.	0.9	13
28	Effects of perceived retail crowding: a meta-analytic study. International Review of Retail, Distribution and Consumer Research, 2020, 30, 411-436.	1.3	12
29	Network Effects on Radical Innovation and Financial Performance: An Open-mindedness Approach. BAR - Brazilian Administration Review, 2016, 13, .	0.4	11
30	O impacto da orienta��o para o mercado e da orienta��o para aprendizagem sobre a inova��o de produto: uma compara��o entre a ind�stria eletroeletr�nica e o setor de ensino universit�rio de administra��o. RAC: Revista De Administra��o Contempor�nea, 2004, 8, 79-103.	0.1	10
31	Domain-specific innovativeness: a meta-analysis in business and consumer. RAI: Revista De Administra��o E Inova��o, 2016, 13, 99-106.	0.8	9
32	Processo de aprendizagem organizacional e desempenho empresarial: o caso da ind�stria eletroeletr�nica no Brasil. RAE Eletr�nica, 2006, 5, .	0.1	8
33	Organizational Factors that Affect the University-Industry Technology Transfer Processes of a Private University. Journal of Technology Management and Innovation, 2012, 7, 104-117.	0.5	7
34	How price bundling affects football ticket purchases and consumption behaviour. International Journal of Sports Marketing and Sponsorship, 2015, 16, 35-51.	0.8	7
35	Experiential value and domain-specific innovativeness during freemium game usage: effects on child well-being. Young Consumers, 2016, 17, 64-77.	2.3	7
36	Online banking services: a meta-analytic review and assessment of the impact of antecedents and consequents on satisfaction. Journal of Financial Services Marketing, 2018, 23, 168-178.	2.2	7

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37	The Effects of Sales Promotions on Mobile Banking a Cross-Cultural Study. Journal of Promotion Management, 2020, 26, 350-371.	2.4	7
38	Non-monetary sales promotion effects on credit cards. Journal of Financial Services Marketing, 2017, 22, 3-13.	2.2	6
39	Re-Evaluation of the MARKOR Scale Dimensions in the Brazilian Context. Latin American Business Review, 2002, 3, 27-48.	1.0	5
40	Fatores visuais de design e sua influência nos valores de compra do consumidor. RAE Revista De Administracao De Empresas, 2009, 49, 373-386.	0.1	5
41	Promoção de vendas: uma análise dos fatores influenciadores da intenção de compra de um produto em desconto. Revista Pensamento Contemporâneo Em Administração, 2015, 9, 23.	0.2	5
42	Loyalty's Antecedents: A Cross-Sector Study. Latin American Business Review, 2007, 8, 83-102.	1.0	4
43	A relação entre a intangibilidade, o risco percebido e o conhecimento. Revista De Ciências Da Administração: RCA, 0, , 31-53.	0.2	4
44	Susceptibility to Advertising and Perceived Friend Norms: A Meta-Analysis of Materialism in Youths "Meta-Analysis of Materialism in Youths". Journal of Promotion Management, 2018, 24, 178-197.	2.4	4
45	Effects of belief in luck on the attractiveness of loyalty programmes. Journal of Consumer Behaviour, 2018, 17, 107-122.	2.6	4
46	Propensity for technological adoption: an analysis of effects size in the banking sector. Behaviour and Information Technology, 2020, 39, 1341-1355.	2.5	4
47	Pesquisa científica da área de marketing no Brasil: uma revisão da primeira década do século 21. RAC: Revista De Administração Contemporânea, 2012, 16, 459-478.	0.1	4
48	Satisfaction in sports: a meta-analytic study. Marketing Intelligence and Planning, 2021, 39, 408-423.	2.1	3
49	Food Package Familiarity and Perceived Amount of Verbal Information: The Moderating Effect of Frugal Behavior. Journal of International Food and Agribusiness Marketing, 2018, 30, 323-342.	1.0	2
50	The moderating effects of innovativeness on new product development ability. , 2010, 11, .		2
51	Diga-Me no que Andas e te Direi Quem És: Aspectos de Influência nos Jovens da Classe C Brasileira para Adquirir Automóveis. Revista Brasileira De Marketing, 2014, 13, 17-35.	0.1	2
52	O IMPACTO DO ENVOLVIMENTO NAS RELAÇÕES ENTRE CONFIANÇA, VALOR PERCEBIDO E LEALDADE: UM ESTUDO EM UMA IES PRIVADA. Revista De Negócios, 2008, 13, 11.	0.2	2
53	Meta-analysis of the antecedent and consequent constructs of materialism. Revista Brasileira De Gestao De Negocios, 2017, , 538-556.	0.2	2
54	Inovação Aberta e o Desenvolvimento de Novos Produtos: uma Análise de Casos. Desenvolvimento Em Questão, 2019, 17, 195-216.	0.0	2

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55	Construal level theory e comportamento do consumidor: uma década de estudos e novas possibilidades de pesquisa. Revista Brasileira De Marketing, 2022, 21, 1060-1125.	0.1	2
56	CAPACIDADES DINÂMICAS BASEADAS EM CONHECIMENTO E TIPOS DE INOVAÇÃO: PROPOSIÇÃO DE UM FRAMEWORK DE ANÁLISE. RAI: Revista De Administração E Inovação, 2015, 12, 271.	0.8	1
57	Perception of value, attractiveness and purchase intention: revisiting promotion techniques sale. Revista Brasileira De Gestao De Negocios, 2015, , 1173-1192.	0.2	1
58	ANÁLISE DA QUALIDADE DOS ARTIGOS CIENTÍFICOS DA ÁREA DE MARKETING PUBLICADOS NO BRASIL: AS PESQUISAS SURVEY NA DÉCADA DE 2000. READ: Revista Eletrônica De Administração, 2017, 23, 54-87.	0.1	1
59	Is it easy to get slim? Intention to use slimming products. Revista Brasileira De Marketing, 2021, 20, 362-384.	0.1	1
60	The Impact of Management Development in the Organizational Performance from the Viewpoint of the Approach of Competencies. Brazilian Business Review, 2009, 6, 100-116.	0.4	1
61	A influência da Informação Nutricional em Alimentos e Bebidas na Intenção de Compra de Jovens Consumidores. Revista De Administração IMED, 2018, 8, 203.	0.1	1
62	Qualidade Percebida do Autosserviço Online: Validação da Escala e-SELFQUAL no Contexto Brasileiro. Revista Brasileira De Marketing, 2015, 14, 138-153.	0.1	1
63	O IMPACTO DO RELACIONAMENTO NO CONTEXTO DAS RELAÇÕES ENTRE AGÊNCIAS E CLIENTES: proposição e teste de um modelo. REBRAE - Revista Brasileira De Estratégia, 2008, 1, 119.	0.1	1
64	Patent Applications on Representative Sectors of Biotechnology in Brazil: an Analysis of the Last Decade. Journal of Technology Management and Innovation, 2013, 8, 15-16.	0.5	1
65	Customer orientation and financial performance relationship: the mediating role of innovative capability. Gestão & Produção, 2020, 27, .	0.5	1
66	Indicadores tecnológicos e organizacionais do Customer Relationship Management (CRM): relação entre firma desenvolvedora, firma usuária e preceitos teóricos. Perspectivas Em Ciencia Da Informacao, 2008, 13, 107-129.	0.1	0
67	Learning Orientation and Radical Innovation as Antecedents of Business Performance. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 15-16.	0.1	0
68	Percepção de marca e consumo consciente: análise do efeito moderador campanha promocional. Revista De Ciências Da Administração: RCA, 0, , 38-52.	0.2	0
69	Relations in Virtual Education: A study on the antecedents of loyalty. RIED: Revista Iberoamericana De Educación A Distancia, 2019, 22, 289.	0.8	0
70	Forms of Market Orientation in the Retail Apparel Industry in Brazil. SSRN Electronic Journal, 0, , .	0.4	0
71	ANÁLISE DO MERCADO DE CALÇADOS NA UTILIZAÇÃO DAS MARCAS PRÓPRIAS: UMA VERIFICAÇÃO MULTICASOS SOB A PERSPECTIVA DOS FABRICANTES. Contextus - Revista Contemporânea De Economia E Gestão, 2013, 9, .	0.1	0
72	Personalidade e lealdade: proposições de pesquisa com o modelo metateórico de motivação e personalidade DOI 10.5752/P.1984-6606.2009v9n19p102. E & G Economia E Gestão, 2009, 9, .	0.1	0

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73	Trã©plica - o que nos falta aprender?. RAC: Revista De Administraão Contemporã¢nea, 2012, 16, 489-492.	0.1	0
74	Anãlise da mediaão da capacidade de inovaão em mercado. REBRAE - Revista Brasileira De Estrategia, 2013, 6, 251.	0.1	0
75	PESQUISA CIENTãFICA NA ãREA DE DESENVOLVIMENTO DE PRODUTOS: UMA ANãLISE METODOLãGICA DOS ARTIGOS PUBLICADOS NOS PRINCIPAIS JOURNALS ENTRE 1987 E 2011. RACE: Revista De Administraão, Contabilidade E Economia, 2014, 12, 573.	0.1	0
76	Validaão de instrumento quantitativo sobre consumo de exclusividade em uma tribo urbana em Porto Alegre. Revista De Administraão Da UFSM, 2015, 7, 469-485.	0.1	0
77	O Papel do Envolvimento e do Orgulho nas Decisães de Consumo de Pacotes de Preãos: Um Estudo com Ingressos de Futebol no Brasil. Podium, 2015, 4, 113-123.	0.0	0
78	O efeito da turbulã¢ncia tecnolãgica no sucesso de novos produtos. Estudos Do CEPE, 2016, , 119.	0.0	0
79	As Variãveis Relacionadas ã Escolha do Modo de Entrada em Mercados Internacionais. Revista De Administraão De Roraima, 2016, 6, 245.	0.1	0
80	Uma anãlise dos significados de consumo de vinho no contexto de uma confraria feminina. Revista De Administraão Da UFSM, 2017, 10, 265-287.	0.1	0
81	The role of Agility and Institutional Barriers in the relationship between Learning Orientation and Performance. REBRAE - Revista Brasileira De Estrategia, 2017, 10, .	0.1	0
82	The nature of the Entrepreneurial Orientation influence in performance in different landscapes. Proceedings - Academy of Management, 2017, 2017, 14429.	0.0	0
83	Concreto ou abstrato? Um esquema conceitual das representaães mentais da economia compartilhada. Teoria E Prãtica Em Administraão, 2019, 9, 105-118.	0.1	0