Cláudia Simões

List of Publications by Year
in descending order

23 papers	1,275 citations	516710 16 h-index	677142 22 g-index
23 all docs	23 docs citations	23 times ranked	941 citing authors

#	ARTICLE	IF	CITATIONS
1	Managing Corporate Identity: An Internal Perspective. Journal of the Academy of Marketing Science, 2005, 33, 153-168.	11.2	195
2	Applying to higher education: information sources and choice factors. Studies in Higher Education, 2010, 35, 371-389.	4.5	186
3	Rethinking the brand concept: new brand orientation. Corporate Communications, 2001, 6, 217-224.	2.1	180
4	Reconceptualizing brand identity in a dynamic environment. Journal of Business Research, 2013, 66, 28-36.	10.2	145
5	Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals. Journal of Marketing, 2020, 84, 45-66.	11.3	114
6	Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes. Industrial Marketing Management, 2015, 44, 131-141.	6.7	84
7	The evolving role of trade fairs in business: A systematic literature review and a research agenda. Industrial Marketing Management, 2018, 73, 154-170.	6.7	42
8	The Nature of the Relationship Between Corporate Identity and Corporate Sustainability: Evidence from The Retail Industry. Business Ethics Quarterly, 2017, 27, 423-453.	1.5	39
9	Corporate brand expressions in business-to-business companies' websites: Evidence from Brazil and India. Industrial Marketing Management, 2015, 51, 59-68.	6.7	37
10	Modeling antecedents of student loyalty in higher education. Journal of Marketing for Higher Education, 2012, 22, 101-116.	3.2	34
11	Students' trust, value and loyalty: evidence from higher education in Brazil. Journal of Marketing for Higher Education, 2012, 22, 83-100.	3.2	33
12	A relationship marketing perspective to trade fairs: insights from participants. Journal of Business and Industrial Marketing, 2015, 30, 584-593.	3.0	32
13	NewLux Brand Relationship Scale: Capturing the scope of mass-consumed luxury brand relationships. Journal of Business Research, 2019, 102, 328-338.	10.2	32
14	Marketing metrics: Insights from Brazilian managers. Industrial Marketing Management, 2011, 40, 8-16.	6.7	27
15	Establishing the scope of marketing practice: insights from practitioners. European Journal of Marketing, 2014, 48, 380-404.	2.9	24
16	Trade fairs as engagement platforms: the interplay between physical and virtual touch points. European Journal of Marketing, 2019, 53, 1782-1807.	2.9	18
17	Informing a new businessâ€toâ€business relationship:. European Journal of Marketing, 2012, 46, 684-711.	2.9	16
18	Participating in Business-to-Business Trade Fairs: Does the Buying Function Matter?. Journal of Convention and Event Tourism, 2015, 16, 273-297.	3.0	12

#	Article	IF	Citations
19	Understanding the mechanisms of the relationship between shared values and service delivery performance of frontline employees. International Journal of Human Resource Management, 2020, 31, 2737-2760.	5.3	9
20	Knowledge dissemination in the global service marketing community. Managing Service Quality, 2013, 23, 272-290.	2.4	8
21	Illustrations of the internal management of corporate identity. , 2008, , 66-80.		5
22	B2B Interactions at Trade Fairs and Relationship Quality: A Conceptual Approach. Advances in Business Marketing and Purchasing, 2014, , 167-189.	0.3	2
23	Customer orientation and financial performance relationship: the mediating role of innovative capability. GestÃ£o & ProduÃ§Ã£o, 2020, 27, .	0.5	1