

Cláudia Simões

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2684777/publications.pdf>

Version: 2024-02-01

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	Understanding the mechanisms of the relationship between shared values and service delivery performance of frontline employees. <i>International Journal of Human Resource Management</i> , 2020, 31, 2737-2760.	5.3	9
2	Customer Experience Journeys: Loyalty Loops Versus Involvement Spirals. <i>Journal of Marketing</i> , 2020, 84, 45-66.	11.3	114
3	Customer orientation and financial performance relationship: the mediating role of innovative capability. <i>Gestão & Produção</i> , 2020, 27, .	0.5	1
4	Trade fairs as engagement platforms: the interplay between physical and virtual touch points. <i>European Journal of Marketing</i> , 2019, 53, 1782-1807.	2.9	18
5	NewLux Brand Relationship Scale: Capturing the scope of mass-consumed luxury brand relationships. <i>Journal of Business Research</i> , 2019, 102, 328-338.	10.2	32
6	The evolving role of trade fairs in business: A systematic literature review and a research agenda. <i>Industrial Marketing Management</i> , 2018, 73, 154-170.	6.7	42
7	The Nature of the Relationship Between Corporate Identity and Corporate Sustainability: Evidence from The Retail Industry. <i>Business Ethics Quarterly</i> , 2017, 27, 423-453.	1.5	39
8	Participating in Business-to-Business Trade Fairs: Does the Buying Function Matter?. <i>Journal of Convention and Event Tourism</i> , 2015, 16, 273-297.	3.0	12
9	A relationship marketing perspective to trade fairs: insights from participants. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 584-593.	3.0	32
10	Corporate brand expressions in business-to-business companies' websites: Evidence from Brazil and India. <i>Industrial Marketing Management</i> , 2015, 51, 59-68.	6.7	37
11	Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes. <i>Industrial Marketing Management</i> , 2015, 44, 131-141.	6.7	84
12	Establishing the scope of marketing practice: insights from practitioners. <i>European Journal of Marketing</i> , 2014, 48, 380-404.	2.9	24
13	B2B Interactions at Trade Fairs and Relationship Quality: A Conceptual Approach. <i>Advances in Business Marketing and Purchasing</i> , 2014, , 167-189.	0.3	2
14	Reconceptualizing brand identity in a dynamic environment. <i>Journal of Business Research</i> , 2013, 66, 28-36.	10.2	145
15	Knowledge dissemination in the global service marketing community. <i>Managing Service Quality</i> , 2013, 23, 272-290.	2.4	8
16	Informing a new business-to-business relationship:. <i>European Journal of Marketing</i> , 2012, 46, 684-711.	2.9	16
17	Modeling antecedents of student loyalty in higher education. <i>Journal of Marketing for Higher Education</i> , 2012, 22, 101-116.	3.2	34
18	Students' trust, value and loyalty: evidence from higher education in Brazil. <i>Journal of Marketing for Higher Education</i> , 2012, 22, 83-100.	3.2	33

#	ARTICLE	IF	CITATIONS
19	Marketing metrics: Insights from Brazilian managers. <i>Industrial Marketing Management</i> , 2011, 40, 8-16.	6.7	27
20	Applying to higher education: information sources and choice factors. <i>Studies in Higher Education</i> , 2010, 35, 371-389.	4.5	186
21	Illustrations of the internal management of corporate identity. , 2008, , 66-80.		5
22	Managing Corporate Identity: An Internal Perspective. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 153-168.	11.2	195
23	Rethinking the brand concept: new brand orientation. <i>Corporate Communications</i> , 2001, 6, 217-224.	2.1	180