

JosÃ© RamÃ³n Saura

List of Publications by Year in descending order

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Version: 2024-02-01

71
papers

2,688
citations

172457

29
h-index

206112

48
g-index

73
all docs

73
docs citations

73
times ranked

1280
citing authors

#	ARTICLE	IF	CITATIONS
1	Data-driven strategies in operation management: mining user-generated content in Twitter. <i>Annals of Operations Research</i> , 2024, 333, 849-869.	4.1	6
2	Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. <i>Journal of Small Business Management</i> , 2023, 61, 1278-1313.	4.8	42
3	Exploring the boundaries of open innovation: Evidence from social media mining. <i>Technovation</i> , 2023, 119, 102447.	7.8	125
4	A review of digital family businesses: setting marketing strategies, business models and technology applications. <i>International Journal of Entrepreneurial Behaviour and Research</i> , 2023, 29, 144-165.	3.8	12
5	Evaluating security and privacy issues of social networks based information systems in Industry 4.0. <i>Enterprise Information Systems</i> , 2022, 16, 1694-1710.	4.7	31
6	Revisiting the impact of perceived social value on consumer behavior toward luxury brands. <i>European Management Journal</i> , 2022, 40, 224-233.	5.1	22
7	Exploring the challenges of remote work on Twitter users' sentiments: From digital technology development to a post-pandemic era. <i>Journal of Business Research</i> , 2022, 142, 242-254.	10.2	94
8	A Teaching Guide for the Use of Artificial Intelligence Tools at Universities. <i>Advances in Electronic Government, Digital Divide, and Regional Development Book Series</i> , 2022, , 309-321.	0.2	1
9	How to Use Artificial Intelligence in Education?. <i>Advances in Electronic Government, Digital Divide, and Regional Development Book Series</i> , 2022, , 339-352.	0.2	0
10	Assessing behavioral data science privacy issues in government artificial intelligence deployment. <i>Government Information Quarterly</i> , 2022, 39, 101679.	6.8	55
11	Editorial: Online User Behavior and User-Generated Content. <i>Frontiers in Psychology</i> , 2022, 13, 895467.	2.1	10
12	Adopting digital reservation systems to enable circular economy in entrepreneurship. <i>Management Decision</i> , 2022, ahead-of-print, .	3.9	25
13	Social Media and User-Generated Content as a Teaching Innovation Tool in Universities. <i>Advances in Higher Education and Professional Development Book Series</i> , 2022, , 52-67.	0.2	3
14	Do tourism applicationsâ€™ quality and user experience influence its acceptance by tourists?. <i>Review of Managerial Science</i> , 2021, 15, 1205-1241.	7.1	30
15	Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. <i>Journal of Innovation & Knowledge</i> , 2021, 6, 92-102.	14.0	211
16	An Exploratory Approach to the Adoption Process of Bitcoin by Business Executives. <i>Mathematics</i> , 2021, 9, 355.	2.2	32
17	Ethical design in social media: Assessing the main performance measurements of user online behavior modification. <i>Journal of Business Research</i> , 2021, 129, 271-281.	10.2	78
18	A business model adoption based on tourism innovation: Applying a gratification theory to mobile applications. <i>European Research on Management and Business Economics</i> , 2021, 27, 100149.	6.9	37

#	ARTICLE	IF	CITATIONS
19	Towards a new era of mass data collection: Assessing pandemic surveillance technologies to preserve user privacy. <i>Technological Forecasting and Social Change</i> , 2021, 167, 120681.	11.6	142
20	Identifying Startups Business Opportunities from UGC on Twitter Chatting: An Exploratory Analysis. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 1929-1944.	5.7	9
21	Setting Privacy "by Default" in Social IoT: Theorizing the Challenges and Directions in Big Data Research. <i>Big Data Research</i> , 2021, 25, 100245.	4.2	40
22	Toward a Better Understanding of the Intention to Use mHealth Apps: Exploratory Study. <i>JMIR MHealth and UHealth</i> , 2021, 9, e27021.	3.7	34
23	Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. <i>Industrial Marketing Management</i> , 2021, 98, 161-178.	6.7	109
24	From user-generated data to data-driven innovation: A research agenda to understand user privacy in digital markets. <i>International Journal of Information Management</i> , 2021, 60, 102331.	17.5	118
25	Using data mining techniques to explore security issues in smart living environments in Twitter. <i>Computer Communications</i> , 2021, 179, 285-295.	5.1	63
26	Adapting Digital Strategies to a New Era. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 192-209.	0.8	1
27	Activism in the Digital Age. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 99-122.	0.8	0
28	Using Partial Least Squares Structural Equation Modeling to Measure the Moderating Effect of Gender: An Empirical Study. <i>Mathematics</i> , 2021, 9, 3150.	2.2	7
29	Marketing in the Public Sector"Benefits and Barriers: A Bibliometric Study from 1931 to 2020. <i>Social Sciences</i> , 2020, 9, 168.	1.4	8
30	The Impact of Environmental Social Media Publications on User Satisfaction with and Trust in Tourism Businesses. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 5417.	2.6	19
31	Does SEO Matter for Startups? Identifying Insights from UGC Twitter Communities. <i>Informatics</i> , 2020, 7, 47.	3.9	3
32	Exploring key indicators of social identity in the #MeToo era: Using discourse analysis in UGC. <i>International Journal of Information Management</i> , 2020, 54, 102129.	17.5	51
33	Gaining a deeper understanding of nutrition using social networks and user-generated content. <i>Internet Interventions</i> , 2020, 20, 100312.	2.7	23
34	Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies. <i>Sustainability</i> , 2020, 12, 1003.	3.2	18
35	Marketing challenges in the #MeToo era: gaining business insights using an exploratory sentiment analysis. <i>Heliyon</i> , 2020, 6, e03626.	3.2	30
36	What Drives Volunteers to Accept a Digital Platform That Supports NGO Projects?. <i>Frontiers in Psychology</i> , 2020, 11, 429.	2.1	20

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37	Identifying key performance indicators for marketing strategies in mobile applications: a systematic literature review. <i>International Journal of Electronic Marketing and Retailing</i> , 2020, 11, 259.	0.2	5
38	Defining the Types of «Fakers» in Social Media. <i>Marketing and Management of Innovations</i> , 2020, , 231-236.	1.5	4
39	Innovación Docente y Redes Sociales: , 2020, , 15-28.		2
40	The Digital Tourism Business. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 1-22.	0.8	15
41	Technology-Based Tourism Businesses: Extracting Actionable Knowledge and Insights from Social Networks. <i>Studies on Entrepreneurship, Structural Change and Industrial Dynamics</i> , 2020, , 47-65.	0.4	1
42	Identifying key performance indicators for marketing strategies in mobile applications: a systematic literature review. <i>International Journal of Electronic Marketing and Retailing</i> , 2020, 11, 259.	0.2	0
43	HOW ATTITUDES, VISION AND ABILITY TO CAPTURE OPPORTUNITIES AFFECT STARTUPS'S BUSINESS CREATIVITY. <i>Creativity Studies</i> , 2020, 13, 387-405.	1.2	6
44	Modelos de Adopción de Tecnologías de la Información y Cloud Computing en las Organizaciones. <i>Informacion Tecnologica (discontinued)</i> , 2019, 30, 3-12.	0.3	12
45	Comparing Data-Driven Methods for Extracting Knowledge from User Generated Content. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2019, 5, 74.	5.2	14
46	Are Black Friday Deals Worth It? Mining Twitter Users' Sentiment and Behavior Response. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2019, 5, 58.	5.2	38
47	The Impact of e-WOM on Hotels Management Reputation: Exploring TripAdvisor Review Credibility With the ELM Model. <i>IEEE Access</i> , 2019, 7, 68868-68877.	4.2	91
48	Mapping multispectral Digital Images using a Cloud Computing software: applications from UAV images. <i>Heliyon</i> , 2019, 5, e01277.	3.2	19
49	A Three-Stage method for Data Text Mining: Using UGC in Business Intelligence Analysis. <i>Symmetry</i> , 2019, 11, 519.	2.2	49
50	Comparing a Traditional Approach for Financial Brand Communication Analysis With a Big Data Analytics Technique. <i>IEEE Access</i> , 2019, 7, 37100-37108.	4.2	46
51	Detecting Indicators for Startup Business Success: Sentiment Analysis Using Text Data Mining. <i>Sustainability</i> , 2019, 11, 917.	3.2	88
52	The importance of information service offerings of collaborative CRMs on decision-making in B2B marketing. <i>Journal of Business and Industrial Marketing</i> , 2019, 35, 470-482.	3.0	40
53	Does User Generated Content Characterize Millennials' Generation Behavior? Discussing the Relation between SNS and Open Innovation. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2019, 5, 96.	5.2	20
54	How to Extract Meaningful Insights from UGC: A Knowledge-Based Method Applied to Education. <i>Applied Sciences (Switzerland)</i> , 2019, 9, 4603.	2.5	23

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55	Innovation and Creativity in the Mobile Applications Industry: A Case Study of Mobile Health Applications (e-Health Apps). <i>Innovation, Technology and Knowledge Management</i> , 2019, , 121-135.	0.8	7
56	A study of the effects of programmatic advertising on users' concerns about privacy overtime. <i>Journal of Business Research</i> , 2019, 96, 61-72.	10.2	88
57	An empirical examination of adoption of mobile applications in Spain and Portugal, based in UTAUT. <i>International Journal of Mobile Communications</i> , 2019, 17, 579.	0.3	12
58	Digital Marketing Strategies Based on the E-Business Model. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 2019, , 86-103.	0.4	37
59	The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review. <i>PeerJ Computer Science</i> , 2019, 5, e219.	4.5	59
60	An Empirical Examination of Adoption of Mobile Applications in Spain and Portugal, based in UTAUT. <i>International Journal of Mobile Communications</i> , 2019, 17, 1.	0.3	0
61	Understanding User Behavioral Intention to Adopt a Search Engine that Promotes Sustainable Water Management. <i>Symmetry</i> , 2018, 10, 584.	2.2	38
62	Understanding the Influence of Wireless Communications and Wi-Fi Access on Customer Loyalty: A Behavioral Model System. <i>Wireless Communications and Mobile Computing</i> , 2018, 2018, 1-16.	1.2	33
63	Complexity in the Acceptance of Sustainable Search Engines on the Internet: An Analysis of Unobserved Heterogeneity with FIMIX-PLS. <i>Complexity</i> , 2018, 2018, 1-19.	1.6	27
64	Understanding #WorldEnvironmentDay User Opinions in Twitter: A Topic-Based Sentiment Analysis Approach. <i>International Journal of Environmental Research and Public Health</i> , 2018, 15, 2537.	2.6	105
65	Do Online Comments Affect Environmental Management? Identifying Factors Related to Environmental Management and Sustainability of Hotels. <i>Sustainability</i> , 2018, 10, 3016.	3.2	53
66	The Influence of Social Networks on the Development of Recruitment Actions that Favor User Interface Design and Conversions in Mobile Applications Powered by Linked Data. <i>Mobile Information Systems</i> , 2018, 2018, 1-11.	0.6	16
67	The Effect of Internet Searches on Afforestation: The Case of a Green Search Engine. <i>Forests</i> , 2018, 9, 51.	2.1	28
68	Attitudes Expressed in Online Comments about Environmental Factors in the Tourism Sector: An Exploratory Study. <i>International Journal of Environmental Research and Public Health</i> , 2018, 15, 553.	2.6	42
69	Understanding the Digital Marketing Environment with KPIs and Web Analytics. <i>Future Internet</i> , 2017, 9, 76.	3.8	115
70	University Incubators May Be Socially Valuable, but How Effective Are They? A Case Study on Business Incubators at Universities. <i>Innovation, Technology and Knowledge Management</i> , 2017, , 165-177.	0.8	29
71	â€œMarketing a travÃ©s de aplicaciones mÃ³viles de turismo (m-tourism). Un estudio exploratorioâ€. <i>International Journal of World of Tourism</i> , 2017, 4, 46-56.	0.5	17