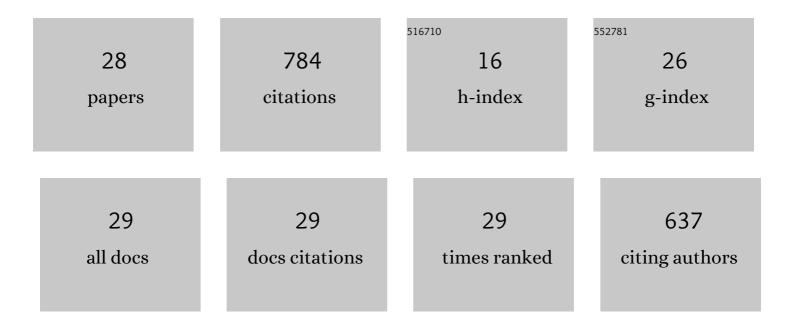
Ana Reyes-Menendez

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7485731/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Revisiting the impact of perceived social value on consumer behavior toward luxury brands. European Management Journal, 2022, 40, 224-233.	5.1	22
2	The role of consumer data in marketing: A research agenda. Journal of Business Research, 2022, 146, 436-452.	10.2	16
3	Identifying Startups Business Opportunities from UGC on Twitter Chatting: An Exploratory Analysis. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 1929-1944.	5.7	9
4	KPIs for Mobile Apps and Digital Data Management in Healthcare. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 238-265.	0.8	1
5	The Influence of Sociological Variables on Users' Feelings about Programmatic Advertising and the Use of Ad-Blockers. Informatics, 2021, 8, 5.	3.9	5
6	Marketing in the Public Sector—Benefits and Barriers: A Bibliometric Study from 1931 to 2020. Social Sciences, 2020, 9, 168.	1.4	8
7	Does SEO Matter for Startups? Identifying Insights from UGC Twitter Communities. Informatics, 2020, 7, 47.	3.9	3
8	Understanding Online Consumer Behavior and eWOM Strategies for Sustainable Business Management in the Tourism Industry. Sustainability, 2020, 12, 8972.	3.2	25
9	Exploring key indicators of social identity in the #MeToo era: Using discourse analysis in UGC. International Journal of Information Management, 2020, 54, 102129.	17.5	51
10	Gaining a deeper understanding of nutrition using social networks and user-generated content. Internet Interventions, 2020, 20, 100312.	2.7	23
11	Marketing challenges in the #MeToo era: gaining business insights using an exploratory sentiment analysis. Heliyon, 2020, 6, e03626.	3.2	30
12	Innovación Docente y Redes Sociales:. , 2020, , 15-28.		2
13	The Digital Tourism Business. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 1-22.	0.8	15
14	Identifying key performance indicators for marketing strategies in mobile applications: a systematic literature review. International Journal of Electronic Marketing and Retailing, 2020, 11, 259.	0.2	0
15	Modelos de Adopción de TecnologÃas de la Información y Cloud Computing en las Organizaciones. Informacion Tecnologica (discontinued), 2019, 30, 3-12.	0.3	12
16	Comparing Data-Driven Methods for Extracting Knowledge from User Generated Content. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 74.	5.2	14
17	Are Black Friday Deals Worth It? Mining Twitter Users' Sentiment and Behavior Response. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 58.	5.2	38
18	The Impact of e-WOM on Hotels Management Reputation: Exploring TripAdvisor Review Credibility With the ELM Model, IEEE Access, 2019, 7, 68868-68877.	4.2	91

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#	Article	IF	CITATIONS
19	Mapping multispectral Digital Images using a Cloud Computing software: applications from UAV images. Heliyon, 2019, 5, e01277.	3.2	19
20	Comparing a Traditional Approach for Financial Brand Communication Analysis With a Big Data Analytics Technique. IEEE Access, 2019, 7, 37100-37108.	4.2	46
21	Does User Generated Content Characterize Millennials' Generation Behavior? Discussing the Relation between SNS and Open Innovation. Journal of Open Innovation: Technology, Market, and Complexity, 2019, 5, 96.	5.2	20
22	How to Extract Meaningful Insights from UGC: A Knowledge-Based Method Applied to Education. Applied Sciences (Switzerland), 2019, 9, 4603.	2.5	23
23	The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review. PeerJ Computer Science, 2019, 5, e219.	4.5	59
24	Understanding User Behavioral Intention to Adopt a Search Engine that Promotes Sustainable Water Management. Symmetry, 2018, 10, 584.	2.2	38
25	Understanding the Influence of Wireless Communications and Wi-Fi Access on Customer Loyalty: A Behavioral Model System. Wireless Communications and Mobile Computing, 2018, 2018, 1-16.	1.2	33
26	Understanding #WorldEnvironmentDay User Opinions in Twitter: A Topic-Based Sentiment Analysis Approach. International Journal of Environmental Research and Public Health, 2018, 15, 2537.	2.6	105
27	Do Online Comments Affect Environmental Management? Identifying Factors Related to Environmental Management and Sustainability of Hotels. Sustainability, 2018, 10, 3016.	3.2	53
28	"Marketing a través de aplicaciones móviles de turismo (m-tourism). Un estudio exploratorio― International Journal of World of Tourism, 2017, 4, 46-56.	0.5	17