

Ana Reyes-Menendez

List of Publications by Year in descending order

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Version: 2024-02-01

28
papers

784
citations

516710

16
h-index

552781

26
g-index

29
all docs

29
docs citations

29
times ranked

637
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	The role of consumer data in marketing: A research agenda. <i>Journal of Business Research</i> , 2022, 146, 436-452.	10.2	16
3	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
4	KPIs for Mobile Apps and Digital Data Management in Healthcare. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 238-265.	0.8	1
5	The Influence of Sociological Variables on Users'™ Feelings about Programmatic Advertising and the Use of Ad-Blockers. <i>Informatics</i> , 2021, 8, 5.	3.9	5
6	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
7	Does SEO Matter for Startups? Identifying Insights from UGC Twitter Communities. <i>Informatics</i> , 2020, 7, 47.	3.9	3
8	Understanding Online Consumer Behavior and eWOM Strategies for Sustainable Business Management in the Tourism Industry. <i>Sustainability</i> , 2020, 12, 8972.	3.2	25
9	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
10	Gaining a deeper understanding of nutrition using social networks and user-generated content. <i>Internet Interventions</i> , 2020, 20, 100312.	2.7	23
11	Marketing challenges in the #MeToo era: gaining business insights using an exploratory sentiment analysis. <i>Heliyon</i> , 2020, 6, e03626.	3.2	30
12	Innovaci3n Docente y Redes Sociales:. , 2020, , 15-28.		2
13	The Digital Tourism Business. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 1-22.	0.8	15
14	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
15	Modelos de Adopci3n de TecnologÃas de la Informaci3n y Cloud Computing en las Organizaciones. <i>Informacion Tecnologica (discontinued)</i> , 2019, 30, 3-12.	0.3	12
16	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
17	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
18	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

#	ARTICLE	IF	CITATIONS
19	Mapping multispectral Digital Images using a Cloud Computing software: applications from UAV images. <i>Heliyon</i> , 2019, 5, e01277.	3.2	19
20	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
21	Does User Generated Content Characterize Millennialsâ€™ 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
22	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
23	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
24	Understanding User Behavioral Intention to Adopt a Search Engine that Promotes Sustainable Water Management. <i>Symmetry</i> , 2018, 10, 584.	2.2	38
25	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
26	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
27	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
28	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