

Maria Merino

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9529645/publications.pdf>

Version: 2024-02-01

7
papers

835
citations

1478505

6
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

647
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer information search behavior and the internet. <i>Psychology and Marketing</i> , 2003, 20, 99-121.	8.2	322
2	Charting New Directions for Marketing. <i>Journal of Marketing</i> , 1999, 63, 3.	11.3	295
3	Linking Customer Assets to Financial Performance. <i>Journal of Service Research</i> , 2002, 5, 26-38.	12.2	155
4	The advertising value of Twitter Ads: a study among Mexican Millennials. <i>Revista Brasileira De Gestao De Negocios</i> , 2016, 18, 436-456.	0.5	33
5	Estimation of retail sales under competitive location in Mexico. <i>Journal of Business Research</i> , 2016, 69, 445-451.	10.2	16
6	How consumers perceive globalization: A multilevel approach. <i>Journal of Business Research</i> , 2013, 66, 431-438.	10.2	12
7	Multinational franchise entry and institutional quality: evidence from Mexican cities. <i>Management Research</i> , 2017, 15, 313-337.	0.7	2