

Maria Merino

List of Publications by Year in descending order

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

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