

JOSE RAMON SAURA, INTERNACIONAL PHD

Associated Professor, Business Economics Department, Rey Juan Carlos University

International PhD in Business Economics – London South Bank University (LSBU), Harvard Business School (HBS) & Rey Juan Carlos University (URJC)

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Bio. Dr. Jose Ramon Saura is an Associate Professor (Tenured) of Data Analytics, Digital Economics, and Digital Marketing in the Department of Business Economics at Rey Juan Carlos University (Madrid, Spain). He served as Vice-Dean for Research, Internationalization, and Professional Partnerships at the Faculty of Business Economics (2023 to 2025). He is the Co-Editor-in-Chief of the Elsevier journal *Global Economic Research*.

Dr. Saura is recognized as one of the World's Top 2% Most Influential Scientists in Business Management and Marketing, per the globally renowned ranking by Elsevier and Stanford University in 2022, 2023, 2024 and 2025. Among over 57,000 authors, he is ranked 180th in the Business & Management subfield. With six of his papers ranked in the top 1% of highly cited publications globally in Web of Sciences (WoS) in Business and Economics from 2021 to 2025, Dr. Saura's work demonstrates both breadth and depth internationally. These influential studies, published in leading journals like *Technovation, Government Information Quarterly, Journal of Business Research, Technological Forecasting and Social Change,* and *International Journal of Information Management*, have advanced the understanding of critical issues at the intersection of technology, digital marketing, and consumer behavior.

Dr. Saura has combined academic rigor with practical expertise throughout his career. He has worked and provided consultancy to leading global organizations, including Google, L'Oréal, Deloitte, Telefónica, and MRM//McCann, enabling him to bridge theoretical insights with real-world applications. His research covers behavioral economics, online behavior, AI in governments, and techniques for analyzing social media user-generated content. He merges scholarly rigor with industry acumen. As Editor, Dr. Saura provides perspectives on digital disruption, innovation, and practical applications.

Dr. Saura has also served as a research evaluator for national funding and projects on behalf of the following institutions: Government of Italy, Ministry of University and Research (Rome, Italy); Government of Poland, National Science Center of Poland (Warsaw, Poland); National Research Council of the Netherland., Dutch Research Council (The Hague, The Netherlands); Swiss National Science Foundation (SNSF), Swiss Federal Government (Bern, Switzerland); Qatar Research, Development and Innovation (QRDI), National Council (Doha, Qatar); Technology Agency of the Czech Republic (Prague, Czech Republic); Linz Institute of Technology (Linz, Austria); and Research, Development, and Innovation Authority of Saudi Arabia (RDIA) (Riyadh, Saudi Arabia).

ACADEMIC POSITIONS

02/2025 – Present	Associated Professor (tenured) – Rey Juan Carlos University (URJC)
01/2023 – 02/2025	Vice-dean of Research, Internationalization and Professional Partnerships at the Faculty of Business Economics– Rey Juan Carlos University (URJC)
01/2022 – 01/2023	Associated Professor (tenured) – Rey Juan Carlos University (URJC)
01/2020 – 01/2021	Associated Professor - Rey Juan Carlos University (URJC)
01/2019 – 01/2020	Assistant Professor - Rey Juan Carlos University (URJC)
08/2017 – 01/2019	Visiting Professor - Rey Juan Carlos University (URJC)
09/2011 – 07/2017	Researcher - Rey Juan Carlos University (URJC)

PROFESSIONAL POSITIONS

01/2014 – 12/2019	Marketing Mentor – Google Developer Programs (Madrid, Barcelona y Lisboa)
01/2013 – 01/2021	Research Program Associated & Digital Marketing Consultant – Google Campus Madrid, Google for Startups School, Google for Startups, L'Oréal, Deloitte, Telefónica o MRM//McCann, among others.
01/2008 – 01/2017	Other professional activities in Digital Marketing
03/2011 – 07/2015	Founder of the Spanish Association of Digital Natives (AENDI)

ACADEMIC BACKGROUND

09/2016 – 07/2018	PhD in Business Economics – Rey Juan Carlos University (URJC) Extraordinary PhD Award, Cum Laude (Spain), International Mention
09/2017 – 07/2018	Master's Degree in Online Marketing and Digital Strategy– IEBS Business School (IEBS)
09/2015 – 07/2016	Master's Degree in Management– Rey Juan Carlos University (URJC)
09/2011 – 07/2014	Bachelor's Degree in Advertising and Public Relations – Rey Juan Carlos University (URJC)

PRE AND POSTDOCTORAL RESEARCH STAYS

11/2024 – 01-2025	University of Belgrade (Belgrade, Serbia)
03/2024 – 06/2024	University of Zagreb (Zagreb, Croatia)
04/2023 – 06/2023	University of Leiden (The Hague, The Netherlands)
10/2022 – 12/2022	University of Minho (Braga, Portugal)
06/2022 – 08/2022	University of Split (Split, Croatia)
07/2020 – 12/2021	University of Porto (Porto, Portugal)
06/2018 – 09/2019	Portucalense University (Porto, Portugal)
01/2018 – 04/2018	University NOVA of Lisbon (Lisbon, Portugal)
03/2017 – 06/2017	University of Algarve (Faro, Portugal)
06/2015 – 08/2015	Harvard University at RCC in Harvard (Boston, MA, USA)
06/2014 – 09/2014	London South Bank University (London, United Kingdom)

INTERNATIONAL TEACHING IN DIGITAL MARKETING AND RESEARCH METHODOLOGIES

2022 / 2023 University of Leiden (The Hague, The Netherlands)
2022 / 2023 Chang'an University, Xi'an (China)
2022 / 2023 University of Ningbo, Zhejiang (China)
2022 / 2023 Budapest Business School, Budapest (Hungry)
2021 / 2022 University of Porto (Portugal)
2021 / 2022 University of Split (Croatia)
2021 / 2022 Sumy State University, Sumy (Ukraine)
2021 / 2022 Taras Shevchenko N. University of Kyiv, Kyiv (Ukraine)
2021 / 2022 SMK University of A. Social Sciences, Vilnius (Lithuania)
2021 / 2022 Šiauliai State University of A. Sciences, Šiauliai (Lithuania)
2021 / 2022 EKA University of Applied Sciences, Riga (Latvia
2021 / 2022 University of Minho, Braga (Portugal)
2020 / 2021 Polytechnic Institute of Coimbra, Coimbra (Portugal)
2019 / 2020 Universidade Portucalente, Oporto (Portugal)
2018 / 2019 New Bulgaria University (NBU), Sofia (Bulgary)
2018 / 2019 Mendel University, Brno (Check Republic)
2018 / 2019 University of Algarve, Faro (Portugal)
2017 / 2018 London South Bank University (LSBU), London (UK)
2016 / 2027 London South Bank University (LSBU), London (UK)

ARTICLES INDEXED IN WEB OF SCIENCES – JOURNAL OF CITATION REPORT (JCR)

1. Saura, J. R. (2021). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, *6*(2), April–June 2021, 92-102. https://doi.org/10.1016/j.jik.2020.08.001

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**16.1**	View

2. Saura, J. R., Škare, V., & Dosen, D. O. (2024). Is AI-based digital marketing ethical? Assessing a new data privacy paradox. *Journal of Innovation & Knowledge*, *9*(4), 100597. https://doi.org/10.1016/j.jik.2024.100597

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**16.1**	View

3. Saura, J.R., Palacios-Marqués, D. & Iturricha-Fernández, A. (2021). Ethical Design in Social Media: Assessing the main performance measurements of user online behavior modification. *Journal of Business Research,* 129, May 2021, 271-281. https://doi.org./10.1016/j.jbusres.2021.03.001

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**8.488**	View

4. Lyulyov, O., Pimonenko, T., Saura, J. R., & Barbosa, B. (2024). How do e-governance and e-business drive sustainable development goals?. *Technological Forecasting and Social Change*, *199*, 123082. https://doi.org/10.1016/j.techfore.2023.123082

Quartile (2020)	**Q1**	*Category*	Business & Technology Transfer	*Impact Factor (5 years)*	**8.593**	View

5. Ribeiro-Navarrete, S., Saura, J. R., & Palacios-Marqués, D. (2021). Towards a new era of mass data collection: Assessing pandemic surveillance technologies to preserve user privacy. *Technological Forecasting and Social Change*, *167*, 120681. https://doir.org/10.1016/j.techfore.2021.120681

Quartile (2020)	**Q1**	*Category*	Business & Technology Transfer	*Impact Factor (5 years)*	**8.593**	View

6. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Setting B2B Digital Marketing in Artificial Intelligence-based CRMs: A review and directions for future research, *Industrial Marketing Management*, 98, October 2021, 161-178. https://doi.org/10.1016/j.indmarman.2021.08.006

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**8.698**	View

7. Palos-Sanchez, P., Saura, J.R., Velicia-Martin, F. (2019). A study of the effects of Programmatic Advertising on users' Concerns about Privacy overtime. *Journal of Business Research,* 96(2019):61-72. https://doi.org/ 10.1016/j.jbusres.2018.10.059

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**8.488**	View

8. Palos-Sanchez, P., Saura, J.R. and Correia, M. (2020). Do tourism applications' quality and user experience influence its acceptance by tourists? *Review of Managerial Sciences*, 1-37. https://doi.org/ 10.1007/s11846-020-00396-y

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**7.127**	View

9. Saura, J.R., Ribeiro-Soriano, D. & Iturricha-Fernández, A. (2022). Exploring the challenges of remote work on Twitter users' sentiments: From digital technology development to a post-pandemic era, *Journal of Business Research*, 142, March 2022, 242-254. https://doi.org/10.1016/j.jbusres.2021.12.052

Quartile (2020)	**Q1**	*Category*	Business	*Impact Factor (5 years)*	**8.488**	View

10. Saura, J. R, Palacios-Marqués, D. and Ribeiro-Soriano, D. (2022). Exploring the boundaries of Open Innovation: Evidence from social media mining, *Technovation*, in press. https://doi.org/10.1016/j.technovation.2021.102447

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**9.761**	View

11. Saura, J. R., Ribeiro-Navarrete, S., Palacios-Marqués, D., & Mardani, A. (2023). Impact of extreme weather in production economics: Extracting evidence from user-generated content. *International Journal of Production Economics*, *260*, 108861.

Quartile (2020)	**Q1**	*Category*	Management, Economics	*Impact Factor (5 years)*	**12**	View

12. Saura, J. R, Ribeiro-Navarrete, S., and Skarze, M. (2022). How does technology enable competitive advantage? Reviewing state-of-the-art and outlining future directions, *Journal of Competitiveness*, 14(4), 172–188. https://doi.org/10.7441/joc.2022.04.10

Quartile (2020)	**Q1**	*Category*	Business, Management, Economics	*Impact Factor (5 years)*	**3.395**	View

13. Palos-Sanchez, P., Saura, J.R., Cepeda, G., Velicia-Martin, F. (2021). A Business Model adoption based on Tourism Innovation: Applying a Gratification Theory to Mobile Applications, *European Research on Management and Business Economics,* 27(2), 100149. https://doi.org/ 10.1016/j.iedeen.2021.100149

Quartile (2020)	**Q1**	*Category*	Business, Economics	*Impact Factor (5 years)*	**5.024**	View

14. Debasa, F., Gelashvili, V., Martínez-Navalón, J.B. and Saura, J.R. (2023). Do stress and anxiety influence users' intention to make restaurant reservations through mobile apps?. *European Research on Management and Business Economics,* Vol. 29, Nº. 1, 2023, págs. 44-54, https://doi.org/10.1016/j.iedeen.2022.100205

Quartile (2020)	**Q1**	*Category*	Business, Economics	*Impact Factor (5 years)*	**5.024**	View

15. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2022). Exploring behavioral data science privacy issues in government artificial intelligence deployment, *Government Information Quarterly,* 101679. https://doi.org/10.1016/j.giq.2022.101679

Quartile (2020)	**Q1**	*Category*	Information Sciences	*Impact Factor (5 years)*	**8.622**	View

16. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). From user-generated data to data-driven innovation: A research agenda to understand user privacy in digital markets. *International Journal of Information Management*, Volume 60, October 2021, 102331. https://doi.org/ 10.1016/j.ijinfomgt.2021.102331

Quartile (2020)	**Q1**	*Category*	Information Sciences	*Impact Factor (5 years)*	**14.098**	View

17. Reyes-Menendez, A., Saura, J.R., Stephen, B.T. (2020). Exploring Key Indicators of Social Identity in the #MeToo Era: Using Discourse Analysis in UGC. *International Journal of Information Management, 54:102129,* https://doi.org/ 10.1016/j.ijinfomgt.2020.102129

Quartile (2020)	**Q1**	*Category*	Information Sciences	*Impact Factor (5 years)*	**14.098**	View

18. Saura, J. R., Reyes-Menendez, A., & Thomas, S. (2020). Gaining a deeper understanding of nutrition using social networks and user-generated content. *Internet Interventions*, 100312. https://doi.org/ 10.1016/j.invent.2020.100312

Quartile (2020)	**Q1**	*Category*	Internet Informatics Information Sciences	*Impact Factor*	**4.333**	View

19. Palos-Sanchez, P., Saura, J.R., Ríos Martin, M.A. and Aguayo-Camacho, M. (2021). M-Health Apps: Towards a Better Understanding Intention to Use. *JMIR mhealth and uhealth.* https://doi.org/ 10.2196/27021

Quartile (2020)	**Q1**	*Category*	Medical Informatics Health Care Sciences	*Impact Factor*	**6.111**	View

20. Gelashvili, V., Martínez-Navalón, J. G., & Saura, J. R. (2021). Using Partial Least Squares Structural Equation Modeling to Measure the Moderating Effect of Gender: An Empirical Study. *Mathematics*, *9*(24), 3150.

Quartile (2020)	**Q1**	*Category*	Mathematics	*Impact Factor (5 years)*	**2.258**	View

21. Palos-Sanchez, P., Saura, J.R., and Ayestarán, R. An exploratory approach to the adoption process of Bitcoin by business executives. *Mathematics,* 9, 355. https://doi.org/10.3390/math9040355

Quartile (2020)	**Q1**	*Category*	Mathematics	*Impact Factor (5 years)*	**2.258**	View

22. Saura, J. R., Dwivedi, Y. K., & Palacios-Marqués, D. (2022). Online User Behavior and User-Generated Content. *Frontiers in Psychology*, 13. https://doi.org/10.3389/fpsyg.2022.895467

Quartile (2020)	**Q1**	*Category*	Psychology, Multidisciplinary	*Impact Factor (5 years)*	**3.620**	View

23. Saura, J. R., Palacios-Marqués, D., Correia, M. and Barbosa, B. (2022). Innovative behavior in entrepreneurship: Analyzing new perspectives and challenges, Frontiers in Psychology, https://doi.org/10.3389/fpsyg.2023.1123236

Quartile (2020)	**Q1**	*Category*	Psychology, Multidisciplinary	*Impact Factor (5 years)*	**3.620**	View

24. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Using data mining techniques to explore security issues in smart living environments in Twitter, *Computer Communications*. https://doi.org/10.1016/j.comcom.2021.08.021

Quartile (2020)	**Q1**	*Category*	Computer Sciences Information Systems	*Impact Factor (5 years)*	**3.167**	View

25. Palos-Sanchez, P. R., Saura, J. R., & Velicia-Martin, F. (2022). A case study on a hedonic-motivation system adoption model in a game-based student response system. *International Journal of Human–Computer Interaction*, 1-18. https://doi.org/10.1080/10447318.2022.2121801

Quartile (2020)	**Q1**	*Category*	Computer Sciences, Ergonomics	*Impact Factor (5 years)*	**4.7**	View

26. Saura, J. R., Palos-Sanchez, P., & Velicia-Martin, F. (2020). What Drives Volunteers to Accept a Digital Platform That Supports NGO Projects?. *Frontiers in Psychology*, *11*, 429. https://doi.org/ 10.3389/fpsyg.2020.00429

Quartile (2020)	**Q1**	*Category*	Psychology, Multidisciplinary	*Impact Factor (5 years)*	**3.620**	View

27. Palos-Sanchez, P. and Saura, J.R. (2018). The Effect of Internet Searches on Afforestation: The Case of a Green Search Engine. *Forests*, 9, 51. https://doi.org/10.3390/f9020051

Quartile (2020)	**Q1**	*Category*	Sustainable Science and Technology, Forestry	*Impact Factor (5 years)*	**2.804**	View

28. Martinez-Navalon, J.B., Gelashvili, V., Saura, J.R. (2020). The Impact of Environmental Social Media Publications on User Satisfaction with and Trust in Tourism Businesses. *International Journal of Environmental Research and Public Health*. 17, 5417, https://doi.org/10.3390/ijerph17155417

Quartile (2020)	**Q1**	*Category*	Public, Environmental and Occupational Health	*Impact Factor (5 years)*	**2.948**	View

29. Saura, J.R., Palos-Sanchez, P.R. and Rios Martin, M.A. (2018). Attitudes to environmental factors in the tourism sector expressed in online comments: An exploratory study. *International Journal of Environmental Research and Public Health*. 15(3), 553; https://doi.org/10.3390/ijerph15030553

Quartile (2020)	**Q1**	*Category*	Public, Environmental and Occupational Health	*Impact Factor (5 years)*	**2.948**	View

30. Reyes-Menendez, A., Saura, J.R. and Alvarez-Alonso, C. (2018). Understanding #WorldEnvironmentDay User Opinions in Twitter: A Topic-Based Sentiment Analysis Approach, *International Journal of Environmental Research and Public Health.* https://doi.org/ doi.org/10.3390/ijerph15112537

Quartile (2020)	**Q1**	*Category*	Public, Environmental and Occupational Health	*Impact Factor (5 years)*	**2.948**	View

31. Saura, J. R., Palacios-Marqués, D., & Ribeiro-Soriano, D. (2023). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, 61(3), 1278-1313. https://doi.org/10.1080/00472778.2021.1955127

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**6.8**	View

32. Sánchez-Robles, M., Saura, J. R., & Ribeiro-Soriano, D. (2023). Overcoming the challenges of cooperative startups businesses: insights from a bibliometric network analysis. *Review of Managerial Science*, 1-32. https://doi.org/10.1007/s11846-023-00670-9

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**7.127**	View

33. Ribeiro-Navarrete, B., Saura, J.R. & Simón-Moya, V. Setting the development of digitalization: state-of-the-art and potential for future research in cooperatives. *Review of Managerial Science* (2023). https://doi.org/10.1007/s11846-023-00663-8

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**7.127**	View

34. Barbosa, B., Saura, J.R., Zekan, S.B. *et al.* Defining content marketing and its influence on online user behavior: a data-driven prescriptive analytics method. *Annal of Operation Research* (2023). https://doi.org/10.1007/s10479-023-05261-1

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**4.3**	View

35. Lafont, J., Saura, J. R., & Ribeiro-Soriano, D. (2023). The role of cooperatives in sustainable development goals: A discussion about the current resource curse. *Resources Policy*, *83*, 103670. https://doi.org/10.1016/j.resourpol.2023.103670

Quartile (2020)	**-**	*Category*	Environmental Sciences	*Impact Factor (5 years)*	**5.2**	View

36. González-Padilla, P., Navalpotro, F.D. & Saura, J.R. Managing entrepreneurs' behavior personalities in digital environments: A review. *International Entrepreneurship and Management Journal* (2023). https://doi.org/10.1007/s11365-022-00823-4

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**6.704**	View

37. Saura, J.R., Palacios-Marqués, D. and Ribeiro-Soriano, D. (2022). Privacy concerns in social media UGC communities: Understanding user behavior sentiments in complex networks. *Information Systems and e-Business Management.* https://doi.org/10.1007/s10257-023-00631-5

Quartile (2020)	**Q2**	*Category*	Management	*Impact Factor (5 years)*	**6.310**	View

38. Barbosa, B., Saura, J.R. and Bennett, D. (2022). How do entrepreneurs perform digital marketing across the customer journey? A review and discussion of the main uses, *Journal of Technology Transfer*. https://doi.org/10.1007/s10961-022-09978-2

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**6.310**	View

39. Saura, J.R., Palacios-Marqués, D. and Ribeiro-Soriano, D. (2023). Leveraging SMEs technologies adoption in the Covid-19 pandemic: a case study on Twitter-based user-generated content, *Journal of Technology Transfer*. https://doi.org/10.1007/s10961-023-10023-z

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**6.310**	View

40. Saura, J.R., Ribeiro-Soriano, D. and Palacios-Marqués, D. (2022). Adopting digital reservation systems to enable circular economy in entrepreneurship, *Management Decision*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/MD-02-2022-0190

Quartile (2020)	**Q2**	*Category*	Business, Management	*Impact Factor (5 years)*	**4.957**	View

41. Saura, J.R., Palacios-Marqués, D. and Barbosa, B. (2022), A review of digital family businesses: setting marketing strategies, business models and technology applications, *International Journal of Entrepreneurial Behavior & Research*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJEBR-03-2022-0228.

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**4.996**	View

42. Saura, J.R., Ribeiro-Soriano, D. and Palacios-Marqués, D. (2022). Data-driven strategies in operation management: mining user-generated content in Twitter. *Annals of Operations Research* (2022). https://doi.org/10.1007/s10479-022-04776-3

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**4.996**	View

43. Saura, J.R., Palacios-Marqués, D. & Ribeiro-Soriano, D. How SMEs use data sciences in their online marketing performance: A systematic literature review of the state-of-the-art, *Journal of Small Business Management.* https://doi.org/10.1080/00472778.2021.1955127

Quartile (2020)	**Q1**	*Category*	Management	*Impact Factor (5 years)*	**6.799**	View

44. Reyes-Menendez, A., Palos-Sanchez, P., Saura, J.R. and Santos, C. Revisiting the impact of perceived social value on consumer behavior toward luxury brands European Management Journal, *European Management Journal*. https://doi.org/ 10.1016/j.emj.2021.06.006

Quartile (2020)	**Q1**	*Category*	Business, Management	*Impact Factor (5 years)*	**5.920**	View

45. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Setting privacy "by default" in social IoT: Theorizing the challenges and directions in Big Data Research, *Big Data Research*, 25, 15 July 2021, 100245. https://doi.org/10.1016/j.bdr.2021.100245

Quartile (2020)	**Q2**	*Category*	Computer Science	*Impact Factor (5 years)*	**5.315**	View

46. Saura, J.R., Ribeiro-Soriano, D., and Palacios-Marques, D (2021). Evaluating security and privacy issues of social networks-based information systems in Industry 4.0. *Enterprise Information Systems.* https://doi.org/10.1080/17517575.2021.1913765

Quartile (2020)	**Q1**	*Category*	Computer Sciences Information Systems	*Impact Factor*	**4.350**	View

47. Reyes-Menendez, A.; Saura, J.R and Martinez-Navalon, JG. (2019). The impact of e-WOM on Hotels Management Reputation: Exploring TripAdvisor Review Credibility with the ELM model, *IEEE Access,* 8(2). https://doi.org/ 10.1109/ACCESS.2019.2919030

Quartile (2020)	**Q2**	*Category*	Computer Science Information Systems	*Impact Factor (5 years)*	**3.671**	View

48. Saura, J.R.; Rodriguez Herráez, B. and Reyes-Menendez, A (2019). Comparing a traditional approach for financial Brand Communication Analysis with a Big Data Analytics technique, *IEEE Access,* 7(1). https://doi.org/ 10.1109/ACCESS.2019.2905301

Quartile (2020)	**Q2**	*Category*	Computer Science Information Systems	*Impact Factor (5 years)*	**3.671**	View

49. Saura, & Bennett. (2019). A Three-Stage method for Data Text Mining: Using UGC in Business Intelligence Analysis. *Symmetry*, 11(4), 519. https://doi.org/ 10.3390/sym11040519

Quartile (2020)	**Q2**	*Category*	Multidisciplinary Sciences	*Impact Factor (5 years)*	**2.713**	View

50. Saura, J. R., Reyes-Menendez, A., and Palos-Sanchez, P. (2019). Mapping multispectral Digital Images using a Cloud Computing software: Applications from UAV images. *Heliyon*, 5(2). https://doi.org/10.1016/j.heliyon.2019.e01277

Scopus (2020)	**Q1**	*Category*	Multidisciplinary	*Impact Factor*	**0.46 SJR**	View

51. Reyes-Menendez, A., Saura, J.R. and Ferrao, F. (2020). Marketing Challenges in the #MeToo Era: Gaining Business Insights Using an Exploratory Sentiment Analysis. *Heliyon*, 6 (3). https://doi.org/10.1016/j.heliyon.2020.e03626

Scopus (2020)	**Q1**	*Category*	Multidisciplinary	*Impact Factor*	**0.46 SJR**	View

52. Saura, J. R., Reyes-Menéndez, A., deMatos, N., & Correia, M. B. (2021). Identifying Startups Business Opportunities from UGC on Twitter Chatting: An Exploratory Analysis. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(6), 1929–1944. https://doi.org/10.3390/jtaer16060108

Quartile (2020)	**Q2**	*Category*	Business	*Impact Factor (5 years)*	**3.049**	View

53. Palos-Sanchez, P., Martin-Velicia, F., and Saura, J. R. (2018). Complexity in the Acceptance of Sustainable Search Engines on the Internet: An Analysis of Unobserved Heterogeneity with FIMIX-PLS. *Complexity, 2018*, 1-19. https://doi.org/10.1155/2018/6561417

Quartile (2020)	**Q2**	*Category*	Interdisciplinary Applications	*Impact Factor (5 years)*	**2.833**	View

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