



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)

joseramon.saura@urjc.es – info@joseramonsaura.com



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

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
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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
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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
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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
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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://doi.org/10.1016/j.techfore.2021.120681>

Quartile (2020)	Q1	Category	Business & Technology Transfer	Impact Factor (5 years)	8.593	View
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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
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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/10.3390/ijerph15112537>

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

<i>Quartile (2020)</i>	Q1	<i>Category</i>	Computer Sciences Information Systems	<i>Impact Factor</i>	4.350	View
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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>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Computer Science Information Systems	<i>Impact Factor (5 years)</i>	3.671	View
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48. Saura, J.R.; Rodríguez 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>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Computer Science Information Systems	<i>Impact Factor (5 years)</i>	3.671	View
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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>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Multidisciplinary Sciences	<i>Impact Factor (5 years)</i>	2.713	View
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<i>Scopus (2020)</i>	Q1	<i>Category</i>	Multidisciplinary	<i>Impact Factor</i>	0.46 SJR	View
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<i>Scopus (2020)</i>	Q1	<i>Category</i>	Multidisciplinary	<i>Impact Factor</i>	0.46 SJR	View
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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>

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<i>Quartile (2020)</i>	Q2	<i>Category</i>	Multidisciplinary Sciences	<i>Impact Factor (5 years)</i>	2.713	View
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56. Saura, J.R., Reyes-Menendez, A. and Alvarez-Alonso, C. (2018). Do online comments affect environmental management? Identifying factors related to environmental management and sustainability of hotels. *Sustainability*, in Special Issue *e-Business*, 10(9), 3016. <https://doi.org/10.3390/su10093016>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Green, Sustainable Science and Technology	<i>Impact Factor (5 years)</i>	3.473	View
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60. Reyes-Menendez A, Saura JR, Filipe F. (2019). The importance of behavioral data to identify online fake reviews for tourism businesses: a systematic review. *PeerJ Computer Science*, 5: e219. <https://doi.org/10.7717/peerj-cs.219>

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Quartile (2020)	Q2	Category	Business	Impact Factor	1.3	View
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