

Maestría en Dirección y Mercadotecnia

Relación de productos por LGAC (artículos y libros de alto impacto internacional en los últimos 5 años)

No.	Nombre del Docente / LGAC	Tipo de publicación	Título	Año de publicación	Revista / Editorial
1	Arturo Lorenzo Valdés - LGAC Invesigación de Mercados	Artículo	Conditional dependence between oil exchange rate returns in a developing oil-exporting economy: An investigation with copula-based TGARCH models	2019	International Journal of Global Energy Issues
2		Artículo	Exceso de confianza como determinante de la volatilidad en mercados accionarios latinoamericanos	2016	Contaduría y Administración
3		Artículo	Queues conditional dependence between the stock market and economic growth: The Mexican case	2016	Investigación Económica
4		Artículo	Dependencia condicional entre los mercados bursátiles de México y Estados Unidos	2016	Revista de Análisis Económico
5	Cecilia Isabel Calderón Valencia - LGAC Dirección y Mercadotecnia	Libro	Promotion, recruitment and retention of members in nonprofit organizations	2021	Emerald Publishig Limited
6		Artículo	Two paths of the same direction: Participation levels as a result of affiliation networks in civil society organizations	2019	Journal of Nonprofit & Public Sector Marketing

7	Diana Sánchez Partida - LGAC Dirección y Mercadotecnia	Artículo	Data and energy efficiency indicators of freight transport sector in Mexico	2021	Case Studies on Transport Policy
8		Artículo	Modelling sustainable development aspects within inventory supply strategies	2021	Modelling and Simulation in Engineering
9		Artículo	Development of a multivariate model focused on the analysis of water availability in Mexico	2021	Water
10		Libro	Disaster risk reduction in Mexico: Methodologies, case studies and prospective views	2021	Springer Nature
11		Artículo	Distribution methodology in small brewery company to obtain profits in short time	2020	Acta Logistica
12		Artículo	Attraction-rejection model for facility location	2020	Computación y Sistemas
13		Artículo	Optimization of the supply chain in the production of ethanol from agricultural biomass using mixed-integer linear programming (MILP): A case study	2020	Mathematical Problems in Engineering
14		Artículo	Strategic model to assess the sustainability and competitiveness of focal agri-food SMEs and their supply chains: A vision beyond COVID 19	2020	Advances in Science, Technology & Engineering Systems
15		Artículo	The COVID 19 effect in mexican SMEs	2020	Advances in Science, Technology & Engineering Systems

16	Artículo	Inventory management practices during COVID 19 pandemic to maintain liquidity increasing customer service level in an industrial products company in Mexico	2020	Advances in Science, Technology & Engineering Systems
17	Artículo	Forecasting demand improvement for replenishment in a retail painting company	2019	Acta Logistica
18	Artículo	Risk analysis of the supply chain of a tools manufacturer in Puebla, Mexico	2019	Journal of Contingencies & Crisis Management
19	Artículo	Relocation of the distribution center of a motor oil producer reducing its storage capacity: A case study	2019	Simulation
20	Artículo	Mathematical model for locating pre-positioned warehouse and for calculating inventory levels	2019	Journal of Disaster Research
21	Artículo	Backyard agricultural production as a strategy for strengthening local economy: The case of Chontla and Tempoal, Mexico	2019	Sustainability
22	Artículo	Implementation of continuous flow in the cabinet process at the Schneider Electric Plant in Tlaxcala, Mexico	2018	Interfaces

23		Libro	Best practices in manufacturing processes: Experiences from Latin America	2018	Springer
24		Artículo	Facility location model with inventory transportation and management costs	2018	Acta Logistica
25		Artículo	Dynamic reduction-expansion operator to improve performance of genetic algorithms for the traveling salesman problem	2018	Mathematical Problems in Engineering
26		Artículo	A fuzzy expert system for the integration of collaborative supply chains	2016	South African Journal of Industrial Engineering
27	Fernando Rey Castillo Villar - LGAC Comportamiento del Consumidor	Artículo	Locals' perspectives on the role of tourism in the preservation of a diaspora language: The case of Veneto in Mexico	2021	Journal of Tourism and Cultural Change
28		Artículo	Marca de clúster: Un enfoque de participación para el desarrollo del clúster	2021	Revista Innovar
29		Artículo	Applying the multisensory sculpture technique to explore the role of brand usage on multisensory brand experiences	2020	Journal of Retailing and Consumer Services
30		Artículo	Destination image restoration through local gastronomy: The rise of Baja Med cuisine in Tijuana	2020	International Journal of Culture, Tourism and Hospitality Research

31	Artículo	Music subculture as a source of conspicuous consumption practices: A qualitative content analysis of "altered movement" songs and music videos	2020	Journal of Consumer Marketing
32	Artículo	Social representations of "rounding-up" as a cause-related marketing practice: A study of Mexican millennials	2020	Sustainability
33	Artículo	The promotion of graduate programs through clustering prospective students	2019	International Journal of Interactive Multimedia and Artificial Intelligence
34	Artículo	What to do when your brand gets kidnapped by narcos: The case of Buchanan's whisky	2019	Emerging Markets Case Studies
35	Artículo	City branding and the theory of social representation	2018	Bitacora Urbano Territorial
36	Artículo	Improving the vitality and viability of the UK High Street by 2020: Identifying priorities and a framework for action	2017	Journal of Place Management and Development
37	Artículo	Urban icons and city branding development	2016	Journal of Place Management and Development
38	Artículo	La paradiplomacia de la ciudad: Una estrategia de desarrollo urbano	2016	Revista CLAD Reforma y Democracia
39	Artículo	Alcances y límites de la marca ciudad en la gestión de la imagen de la ciudad	2016	Revista Venezolana de Gerencia

40		Artículo	The influence of food values on post-purchase variables at food establishments	2020	British Food Journal
41		Artículo	Ciudadanía ambiental y productos amigables con el ambiente: Estudio de la disposición a comprar	2020	Revista Venezolana de Gerencia
42		Artículo	Food values, benefits and their influence on attitudes and purchase intention: Evidence obtained at fast-food hamburger restaurants	2020	Sustainability
43	Héctor Hugo Pérez Villarreal - LGAC Comportamiento del Consumidor	Artículo	Testing model of purchase intention for fast food in Mexico: How do consumers react to food values, positive anticipated emotions, attitude toward the brand and attitude toward eating hamburgers	2019	Foods
44		Artículo	Identifying research topics in marketing science along the past decade: A content analysis	2018	Scientometrics
45		Artículo	Analysis of the intrinsic signals, extrinsic signals and the expected quality of the organic tortilla to assess purchasing intentions	2018	Cogent Business & Management
46	Jorge Alberto Durán Encalada - LGAC Investigación de Mercados	Artículo	Factors affecting women's intention to lead family businesses in Mexico	2021	Social Sciences

47		Artículo	The impact of global climate change on water quantity and quality: A system dynamics approach to the US-Mexican transborder region	2017	European Journal of Operational Research
48		Artículo	Sucesión y su relación con endeudamiento y desempeño en empresas familiares	2016	Contaduría y Administración
49	Jose María Enrique Bedolla - LGAC Comportamiento del Consumidor	Artículo	The random exploration graph for optimal exploration of unknown environments	2017	Journal of Advanced Robotic Systems
50	Juan Carlos Botello Osorio - LGAC Investigación de Mercados	Artículo	How to increase FDI flows: A demonstration of the new determinant creation theory for Mexico and Chile	2016	Journal of Business & Retail Management Research
51	Judith Cavazos Arroyo - LGAC Investigación de Mercados	Artículo	Idea generation, selection and evaluation: A metacognitive approach	2021	The Journal of Creative Behavior
52		Artículo	Effect of the intake of a traditional mexican beverage fermented with lactic acid bacteria on academic stress in medical students	2021	Nutrients
53		Artículo	Miedo al COVID, agotamiento y cinismo: Su efecto en la intención de abandono universitario	2021	European Journal of Education Psychology
54		Artículo	Experiential gifts as meaningful moments and memories: Their influence on nostalgia and relive intention	2021	Psychology & Marketing

55	Artículo	Metacognitive feelings as a source of information in the evaluation and selection of creative ideas	2021	Thinking Skills and Creativity
56	Libro	Promotion, recruitment and retention of members in nonprofit organizations	2021	Emerald Publishing Limited
57	Artículo	An examination of the effects of rescue workers meaning transfer, attitudes and subjective norms towards being voluntarily involved in civic activities on civic engagement	2021	International Journal of Nonprofit and Voluntary Sector Marketing
58	Artículo	Experiential purchases as memorable moments in consumers' lives, trigger nostalgia	2021	Cogent Business & Management
59	Artículo	An exploration of some effects of social innovation capability in social enterprises in Mexico	2020	Journal of Technology Management & Innovation
60	Artículo	Creative potential and multicultural experiences: The mediating role of creative self-efficacy	2020	The Journal of Creative Behavior
61	Artículo	Creative metacognitive feelings as a source of information for creative self-efficacy, creativity potential, intrapersonal idea selection and task enjoyment	2020	The Journal of Creative Behavior

62	Artículo	Human capital performance and its effect on the technological innovation capacity of SMEs	2020	Revista Innovar
63	Artículo	Severidad, susceptibilidad y normas sociales percibidas como antecedentes de la intención de vacunarse contra COVID 19	2020	Revista de Salud Pública
64	Artículo	7-0? That is awful! Should I trust my national team again? The role of mindsets in team trust	2020	International Journal of Psychology
65	Artículo	Music subculture as a source of conspicuous consumption practices: A qualitative content analysis of "altered movement" songs and music videos	2020	Journal of Consumer Marketing
66	Artículo	Ciudadanía ambiental y productos amigables con el ambiente: Estudio de la disposición a comprar	2020	Revista Venezolana de Gerencia
67	Artículo	Social representations of "rounding-up" as a cause-related marketing practice: A study of Mexican millennials	2020	Sustainability
68	Artículo	Even when it feels difficult to think why I like you, I still do: The role of content cognitive feelings and thinking systems on the evaluation of close and prominent brands	2020	South African Journal of Business Management

69	Artículo	Creative mindsets and their affective and social consequences: A latent class approach	2019	The Journal of Creative Behavior
70	Artículo	Influencia de la gratitud y el materialismo en dos conceptualizaciones diferentes del bienestar subjetivo	2019	Universitas Psychologica
71	Artículo	That is disgusting! Should I trust you? The role of mindsets in brand trust after a negative incident	2019	Revista Brasileira de Gestao de Negocios
72	Artículo	The role of cognitive feelings and content information in the evaluations of sport brands	2019	Managing Sport and Leisure
73	Artículo	Actitudes hacia la discapacidad en una universidad mexicana	2019	Revista Brasileira de Educacao
74	Artículo	Contrato psicológico, agotamiento y cinismo del empleado: Su efecto en la rotación del personal operativo en la frontera mexicana	2019	Contaduría y Administración
75		Two paths of the same direction: Participation levels as a result of affiliation networks in civil society organizations	2019	Journal of Nonprofit & Public Sector Marketing
76	Artículo	The influence of marketing capability in Mexican social enterprises	2019	Sustainability

77	Artículo	Brand trust on open television networks and its consequences after a mega-disaster in an emerging country	2018	Comunicacao, Midia e Consumo
78	Artículo	Influencia de la planeación estratégica y habilidades gerenciales como factores internos de la competitividad empresarial de las Pymes	2018	Contaduría y Administración
79	Artículo	An exploration of some antecedents and consequences of creative self-efficacy among college students	2018	The Journal of Creative Behavior
80	Artículo	The role of categorization process on the influence of a famous football player on the evaluations of a football team	2018	International Journal of Sports Marketing & Sponsorship
81	Artículo	Adquisición y transferencia de conocimiento tácito de mercadotecnia en pequeños y medianos hoteles	2018	Contaduría y Administración
82	Artículo	Valores materiales: Un estudio de algunos antecedentes y consecuencias	2017	Contaduría y Administración
83	Artículo	Creative self-efficacy: The influence of affective states and social persuasion as antecedents and imagination and divergent thinking as consequences	2017	Creativity Research Journal

84	Artículo	Autoconcepto físico y académico en niños de contextos marginados en México	2017	Revista Electrónica de Investigación Educativa
85	Artículo	Creative self-efficacy: The role of self-regulation for schoolwork and boredom as antecedents, and divergent thinking as a consequence	2017	Social Psychology of Education
86	Artículo	The influence of creative mindsets on achievement goals, enjoyment, creative self-efficacy and performance among business students	2017	Thinking Skills and Creativity
87	Artículo	The categorisation of brands: The case of O&G branding strategy	2017	International Journal of Psychology
88	Artículo	An examination of certain antecedents of social entrepreneurial intentions among Mexico residents	2017	Revista Brasileira de Gestao de Negocios
89	Libro	Co-creación y comportamiento ciudadano del consumidor en el marketing de servicios educativos	2017	Pearson Education
90	Artículo	Pragmatic inferences and self-relevant judgments: The moderating role of age, prevention, focus and need for cognition	2016	Cogent Psychology

91		Artículo	Validación de la escala de comportamiento ciudadano de consumidores de servicios educativos	2016	Contaduría y Administración
92		Artículo	Mejora en el tiempo de atención al paciente en una unidad de urgencias gineco-obstétricas mediante la aplicación de Lean Manufacturing	2016	Revista Lasallista de Investigación
93		Artículo	How remembering less acts of gratitude can make one feel more grateful and satisfied with close relationships: The case of ease of recall	2016	European Journal of Social Psychology
94		Artículo	Generalizability of the four C model of creativity: A cross-cultural examination of creative perception	2016	Psychology of Aesthetics, Creativity and the Arts
95	Yésica Mayett Moreno - LGAC Investigación de Mercados	Artículo	Beyond food security: Challenges in food safety policies and governance along a heterogeneous agri-food chain and its effects on health measures and sustainable development in Mexico	2018	Sustainability
96		Artículo	Is food safety a real concern in Mexico and Colombia? A preliminary report on a survey of small producers, retailers and consumers	2018	Development Policy Review

97	Artículo	Adquisición y transferencia de conocimiento tácito de mercadotecnia en pequeños y medianos hoteles	2018	Contaduría y Administración
98	Artículo	Analysis of the intrinsic signals, extrinsic signals and the expected quality of the organic tortilla to assess purchasing intentions	2018	Cogent Business & Management
99	Artículo	Consumers' and retailers' attitudes towards a Mexican native species of Aztec lily as an ornamental plant	2018	Sustainability
100	Artículo	Young farmers' perceptions about forest management for ecotourism as an alternative for development in Puebla, Mexico	2017	Sustainability