



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. Jose Ramon Saura, Vice-Dean of Research, Internationalization and Prof. Partnership in the Faculty of Business Economics (FCEE), is an Associated Professor (Tenured) of Data Analytics and Digital Marketing in the Business Economics Department at Rey Juan Carlos University (URJC), Madrid (Spain). Earlier in his career, he held positions and provided consultancy services to several prominent companies, including Google, L'Oréal, Deloitte, Telefónica, and MRM/McCann, among others. He obtained his international Ph.D. in Digital Marketing from URJC, conducting research at both London South Bank University (LSBU) and RCC at Harvard University. He has taught and undertaken research stays at over 28 universities worldwide. Notable affiliations include the Leiden Institute of Advanced Computer Science and the Institute of Public Administration at the University of Leiden, Harvard University, or the School of Economics and Management at the University of Porto. Jose Ramon Saura has 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); Technology Agency of the Czech Republic (Prague, Czech Republic) and the Linz Institute of Technology (Linz, Austria).

His research has primarily centered on the theoretical and practical implications of various dimensions of user-generated data and content. He has emphasized three pivotal research methodologies applied to business and digital marketing: data mining and knowledge discovery. Currently, his research interests have evolved to encompass data-driven decision-making, online privacy, online behavior and surveillance capitalism. His contributions have been published in premier international journals in the fields of business, management, economics, marketing, and information sciences, such as: *Journal of Innovation and Knowledge*; *International Journal of Production Economics*; *Government Information Quarterly*; *Industrial Marketing Management*; *Technovation*; *International Journal of Information Management*; *Technological Forecasting and Social Change*; *Journal of Business Research*; *Inter. Journal of Human-Computer Interaction*; *Computer Communications and Big Data Research*, among others.

Jose Ramon Saura serves on editorial/reviewer boards of a number of business and information sciences journals. He is Associated Editor of SSCI Journals such as: *IoT (JCR Q1 - Elsevier)*, *Economic Research (JCR Q2 - Taylor and Francis)*, *Frontiers in Psychology (JCR Q1 - Frontiers)*, among others.

ACADEMIC POSITIONS

01/2023 – Present	Vice-dean of Research, Internationalization and Professional Partnerships at the Faculty of Business Economics– Rey Juan Carlos University (URJC)
01/2022 – Present	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

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

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 (Hungry)	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)	9.269	View
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2. 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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3. 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	Impact Factor (5 years)	8.593	View
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4. 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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5. 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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6. 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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7. 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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8. 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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9. 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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10. 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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11. 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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12. Debas, 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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13. 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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14. 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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15. 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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16. 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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17. 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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18. 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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19. 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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20. 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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21. 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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22. 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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23. 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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24. 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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25. 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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26. 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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27. 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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28. 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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29. 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)	Q2	Category	Management	Impact Factor (5 years)	6.8	View
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30. 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)	Q2	Category	Business, Management	Impact Factor (5 years)	7.127	View
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31. 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)	Q2	Category	Business, Management	Impact Factor (5 years)	7.127	View
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32. 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)	Q2	Category	Business, Management	Impact Factor (5 years)	4.3	View
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33. 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)	Q2	Category	Environmental Sciences	Impact Factor (5 years)	5.2	View
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34. 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)	Q2	Category	Business, Management	Impact Factor (5 years)	6.704	View
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35. 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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36. 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)	Q2	Category	Management	Impact Factor (5 years)	6.310	View
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37. 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)	Q2	Category	Management	Impact Factor (5 years)	6.310	View
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38. 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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39. 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)	Q2	Category	Management	Impact Factor (5 years)	4.996	View
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40. 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)	Q2	Category	Management	Impact Factor (5 years)	4.996	View
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41. 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)	Q2	Category	Management	Impact Factor (5 years)	6.799	View
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42. 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)	Q2	Category	Business, Management	Impact Factor (5 years)	5.920	View
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43. 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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44. 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)	Q2	Category	Computer Sciences Information Systems	Impact Factor	4.350	View
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45. 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
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46. 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
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47. 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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48. 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>

<i>Scopus (2020)</i>	Q2	<i>Category</i>	Multidisciplinary	<i>Impact Factor</i>	0.46 SJR	View
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49. 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>

<i>Scopus (2020)</i>	Q2	<i>Category</i>	Multidisciplinary	<i>Impact Factor</i>	0.46 SJR	View
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50. 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>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Business	<i>Impact Factor (5 years)</i>	3.049	View
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51. 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>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Interdisciplinary Applications	<i>Impact Factor (5 years)</i>	2.833	View
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52. Reyes-Menendez, A., Saura, J.R., Palos-Sanchez and Alvarez, J.M. (2018). Understanding User Behavioral Intention to adopt a Search Engine that promotes Sustainable Water Management. *Symmetry*, 10(11), 584. <https://doi.org/10.3390/sym10110584>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Multidisciplinary Sciences	<i>Impact Factor (5 years)</i>	2.713	View
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53. Saura, J.R., Palos-Sanchez, P.R. and Grilo, A. (2019). Detecting Indicators for Startup Business Success: Sentiment Analysis using Text Data Mining. *Sustainability*. 15(3), 553; <https://doi.org/10.3390/ijerph15030553>

<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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54. 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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55. Saura, J.R.; Reyes-Menendez, A.; Bennett, D.R. (2019). How to Extract Meaningful Insights from UGC: A Knowledge-Based Method Applied to Education. *Applied Sciences*, 9, 4603. <https://doi.org/10.3390/app9214603>

<i>Quartile (2019)</i>	Q2	<i>Category</i>	Engineering, Physics	<i>Impact Factor</i>	2.736	View
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56. Saura, J. R., Palos-Sanchez, P., and Rodríguez Herráez, B. (2020). Digital Marketing for Sustainable Growth: Business Models and Online Campaigns Using Sustainable Strategies. *Sustainability*, 12, 1003. doi.org/10.3390/su12031003

<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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57. Saura, J.R., Palacios-Marqués, D., Ribeiro-Soriano, D. (2023). Leveraging SMEs technologies adoption in the Covid-19 pandemic: A case study on Twitter-based user-generated content, *The Journal of Technology Transfer*, 48 (5), 1696-1722. <https://doi.org/10.1007/s10961-023-10023-z>

<i>Quartile (2020)</i>	Q2	<i>Category</i>	Business	<i>Impact Factor (5 years)</i>	4.800	View
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58. 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>

<i>Quartile (2020)</i>	Q3	<i>Category</i>	Computer Sciences	<i>Impact Factor</i>	3.897	View
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59. Saura, J.R., Palos-Sanchez, P. and Blanco-González, A. (2019), The importance of information service offerings of collaborative CRMs on decision-making in B2B marketing, *Journal of Business & Industrial Marketing*, 35 (3), 470-482. <https://doi.org/10.1108/JBIM-12-2018-0412>

<i>Quartile (2020)</i>	Q3	<i>Category</i>	Business	<i>Impact Factor</i>	3.962	View
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<i>Quartile (2020)</i>	Q3	<i>Category</i>	Business, Economics	<i>Impact Factor</i>	1.252	View
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<i>Quartile (2020)</i>	Q3	<i>Category</i>	Computer Sciences Information Systems	<i>Impact Factor (5 years)</i>	2.336	View
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63. Palos-Sanchez, P., Marisol, C. and Saura, J.R. (2018). An Empirical Examination of Adoption of Mobile Applications in Spain and Portugal, Based in UTAUT. *International Journal of Mobile Communications*. <https://doi.org/10.1504/IJMC.2019.10015531>.

Quartile (2020)	Q4	Category	Communication	Impact Factor	1.832	View
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1. Saura, J.R.; Reyes-Menendez, A. and Filipe, F. (2019). Comparing Data-Driven Methods for Extracting Knowledge from User Generated Content. *Journal of Open Innovation: Technology, Market, and Complexity*, 5, 74. <https://doi.org/10.3390/joitmc5040074>

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2. Saura, J.R., Debasa, F., and Reyes-Menendez. (2019). Does User Generated Content Characterize Millennials Generation Behavior? Discussing the Relation between SNS and Open Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(4), 96. <https://doi.org/10.3390/joitmc5040096>

Scopus (2020)	Q2	Category	General Economics	Impact Factor	0.46 SJR	View
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3. Saura, J. R., Reyes-Menendez, A., and Palos-Sanchez, P. (2019). Are Black Friday Deals Worth It? Mining Twitter Users' Sentiment and Behavior Response. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(3), 58. <https://doi.org/10.3390/joitmc5030058>

Scopus (2020)	Q2	Category	General Economics	Impact Factor	0.46 SJR	View
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4. Saura, J. R., Reyes-Menendez, A., & Van Nostrand, C. (2020). Does SEO Matter for Startups? Identifying Insights from UGC Twitter Communities. In *Informatics*, Vol. 7, No. 4, p. 47. <https://doi.org/10.3390/informatics7040047>

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5. Saura, J. R., Palos-Sánchez, P., and Cerdá Suárez, L. M. (2017). Understanding the Digital Marketing Environment with KPIs and Web Analytics. *Future Internet*, 9(4),76, <https://doi.org/10.3390/fi9040076>

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6. Palos-Sanchez, P., Reyes-Menendez, A. and Saura, J.R. (2018). Modelos de Adopción de Tecnologías de la Información y Cloud Computing en las Organizaciones: Un análisis de la Literatura. *Informacion Tecnológica*, 30 (3), 10.

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Scopus (2020)	Q3	Category	Business, Management	Impact Factor	0.33 SJR	View
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1. Saura, J.R. and Debasa, F. (2022). Handbook of Research on Artificial Intelligence in Government Practices and Processes. IGI Global. <https://doi.org/9781799896098>

ISBN	9781799896098	Category	Business	Editorial	IGI Global	View
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2. Saura, J.R. (2022). Advanced Digital Marketing Strategies in a Data-Driven Era. IGI Global. <https://doi.org/9781799896098>

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EMERGING SOURCES CITATION INDEX (CLARIVATE ANALYTICS)

1. Saura, J.R., Palos, P., Debasa, F. (2017). El problema de la Reputación Online y Motores de Búsqueda: Derecho al Olvido. *Cadernos de Dereito Actual* 8, pp. 221-229

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2. Saura, J.R. (2018). Técnicas de Marketing Digital como método de venta en Comercio Electrónico. Un estudio de casos. *Estudios de Economía Aplicada* 36 (2), 635

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