

# Radu Constantin LixÄndroiu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/114138/publications.pdf>

Version: 2024-02-01

7  
papers

168  
citations

1683354

5  
h-index

1719596

7  
g-index

7  
all docs

7  
docs citations

7  
times ranked

157  
citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | Analyzing user sentiment in social media: Implications for online marketing strategy. <i>Psychology and Marketing</i> , 2017, 34, 1094-1100.  | 4.6 | 71        |
| 2 | A study on academic staff personality and technology acceptance: The case of communication and collaboration applications. <i>Computers and Education</i> , 2019, 128, 113-131.   | 5.1 | 61        |
| 3 | Impact of the COVID-19 Crisis on Heavy Work Investment in Romania. <i>Amfiteatru Economic</i> , 2020, 22, 1049.   | 1.0 | 18        |
| 4 | Entrepreneurial University: Catalyst for Regional Sustainable Development. <i>Sustainability</i> , 2020, 12, 4151.  | 1.6 | 7         |
| 5 | How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation. <i>Sustainability</i> , 2021, 13, 6845.                                      | 1.6 | 5         |
| 6 | How Does Mobile Page Speed Shape in-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 1369-1389.    | 3.1 | 3         |
| 7 | Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2021, 16, 2319-2340. | 3.1 | 3         |