

Radu Constantin LixÄndroiu

List of Publications by Year in descending order

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

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7
papers

168
citations

1683354

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1719596

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g-index

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7
docs citations

7
times ranked

157
citing authors

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