

Ã-mer Zeybek

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2087407/publications.pdf>

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2
papers

5
citations

3311381

1
h-index

2917675

2
g-index

3
all docs

3
docs citations

3
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of sales promotions intensity on volume and variability in category sales of large retailers. Journal of Marketing Analytics, 2022, 10, 19-29.	3.7	4
2	Decomposing the Impact of Sales Promotions on a Large Scale Retailer’s Business Performance. Advances in Intelligent Systems and Computing, 2020, , 464-471.	0.6	1