

Raluca Ciornea

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2501231/publications.pdf>

Version: 2024-02-01

6
papers

28
citations

2681738

2
h-index

2053342

5
g-index

6
all docs

6
docs citations

6
times ranked

27
citing authors

#	ARTICLE	IF	CITATIONS
1	Drivers and inhibitors of the compromise effect – a conceptual overview. Journal of Consumer Marketing, 2020, 37, 375-384.	1.2	2
2	Is the Transition to Bioeconomy a Sustainable Solution in Fast-fashion Industry, Considering the Overconsumption? - Premises for Future Research. Marketing – From Information To Decision Journal, 2020, 3, 27-44.	0.5	1
3	Projected Destination Image: A Content Analysis of Promotional Videos for City-level Tourism Destination. Marketing – From Information To Decision Journal, 2020, 3, 45-57.	0.5	3
4	Investigation of the Attitudes Towards Celebrities Endorsed Advertisements – Audience Groups Comparison. Marketing – From Information To Decision Journal, 2019, 2, 5-17.	0.5	0
5	The Effect of Online Unpaid Reviews made by Renowned Vloggers: the Case of Smartphones. Marketing – From Information To Decision Journal, 2019, 2, 18-34.	0.5	2
6	A New Perspective of Non-Religious Motivations of Visitors to Sacred Sites: Evidence From Romania. Procedia, Social and Behavioral Sciences, 2012, 62, 431-435.	0.5	20