

De Muylder, Cristiana F

List of Publications by Year in Descending Order

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Version: 2024-04-28

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

11
papers

21
citations

3
h-index

4
g-index

24
ext. papers

32
ext. citations

1
avg, IF

1.31
L-index

#	Paper	IF	Citations
11	Neuromarketing genetics: a systematic review of literature. <i>Journal of Contemporary Marketing Science</i> , 2021 , 4, 69-82	0.6	
10	Financial Institutions and Use of Social Media: Analysis of the Largest Banks in the U.S. and Europe. <i>Lecture Notes in Business Information Processing</i> , 2020 , 203-214	0.6	
9	The low effect of perceived risk in the relation between hedonic values and purchase intention. <i>Journal of Marketing Management</i> , 2020 , 36, 128-148	3.2	8
8	Technology Perspectives and Innovative Scenarios Applied in the Amazon Region. <i>RAC: Revista De Administraç�o Contempor�nea</i> , 2019 , 23, 607-618	0.5	0
7	Archetype Development Process: A Case Study of Support Interoperability Among Electronic Health Record in the State of Minas Gerais, Brazil. <i>Advances in Intelligent Systems and Computing</i> , 2018 , 457-467	0.4	
6	EDUCA�O A DIST�NCIA EM FOCO: UM ESTUDO SOBRE A PRODU�O CIENT�FICA BRASILEIRA. <i>Revista De Administracao Mackenzie</i> , 2015 , 16, 202-230	0.7	1
5	Intelig�ncia competitiva e coopera�o na percep�o dos atores do arranjo produtivo local de software da Regi�o Metropolitana de Belo Horizonte. <i>Perspectivas Em Ciencia Da Informacao</i> , 2015 , 20, 134-157	0.1	0
4	Os impactos da difus�o tecnol�gica na bovinocultura leiteira: um estudo dos integrantes da cadeia agroindustrial do leite em um munic�pio de Minas Gerais. <i>Ciencia Rural</i> , 2014 , 44, 1141-1146	1.3	0
3	Ciclo de vida, sucess�o e processo de governan�o em uma empresa familiar: um estudo de caso no Grupo Seculus. <i>REAd: Revista Eletr�nica De Administra�o</i> , 2013 , 19, 485-516	0.1	2
2	VALUE CREATION FROM ORGANIZATIONAL PROJECT MANAGEMENT: A CASE STUDY IN A GOVERNMENT AGENCY. <i>Journal of Information Systems and Technology Management</i> , 2012 , 9,	7.5	3
1	The Role of National Culture in Mergers and Acquisitions. <i>Latin American Business Review</i> , 2009 , 10, 135-159	15.9	6