

Pedro Silva

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3574841/publications.pdf>

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11
papers

31
citations

2258059

3
h-index

2272923

4
g-index

12
all docs

12
docs citations

12
times ranked

6
citing authors

#	ARTICLE	IF	CITATIONS
1	A new approach of innovation and network on export in trade fair context: evidence from Portuguese SMEs. <i>Journal of Business and Industrial Marketing</i> , 2022, 37, 509-528.	3.0	6
2	Salesmanship Skills in COVID-19 Times. <i>Advances in Finance, Accounting, and Economics</i> , 2022, , 264-278.	0.3	0
3	Examining the Relationship between Sales Force Proactiveness, Network Capability and Sales Performance: Evidence from International Trade Shows. <i>Journal of Promotion Management</i> , 2022, 28, 559-583.	3.4	3
4	Do social and economic factors affect the technical efficiency in entrepreneurship activities? Evidence from European countries using a two-stage DEA model. <i>Socio-Economic Planning Sciences</i> , 2022, 82, 101314.	5.0	12
5	Examination in B2B trade show: the effects of competitive intelligence and the information management system on the exhibitor's marketing strategy. <i>Journal of Marketing Analytics</i> , 2021, 9, 228-241.	3.7	6
6	Wine Marketing Event – The Importance of Emotions in a Wine Tasting for Inexperienced Participants. <i>Smart Innovation, Systems and Technologies</i> , 2021, , 266-279.	0.6	0
7	Trade fairs as an intelligence process: the perspective of companies/exhibitors. <i>Journal of Convention and Event Tourism</i> , 0, , 1-30.	3.0	4
8	Hybrid Events. , 0, , .		0
9	Omnichannel Marketing Hubs. , 0, , .		0
10	Inovação na Era Digital. , 0, , 15-37.		0
11	A influência da estratégia digital na performance do private label. , 0, , .		0