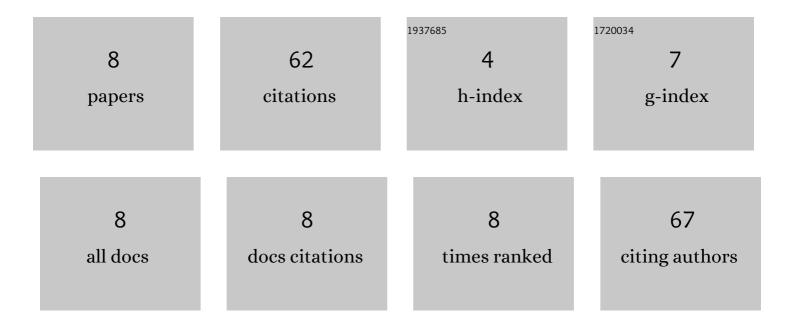
## Zdenek Linhart

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4393765/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The effectiveness of female nudity in advertising in three European countries. International Marketing Review, 2010, 27, 562-578.	3.6	28
2	Attitude toward Advertising in General and Attitude toward a Specific Type of Advertising – A First Empirical Approach. Journal of Competitiveness, 2014, 6, 87-103.	3.0	15
3	Impact of Age Management on Sustainability in Czech Organisations. Sustainability, 2020, 12, 1064.	3.2	9
4	Advertising in Czech and French Magazines. Journal of Euromarketing, 2007, 16, 139-152.	0.0	4
5	Biodiesel from Waste Animal Fat: Efficient Fuel of the Future?. International Advances in Economic Research, 2016, 22, 465-466.	0.8	3
6	Biobutanol Standardizing Waste Cooking Oil as a Biofuel. Polish Journal of Environmental Studies, 2017, 26, 69-78.	1.2	2
7	Indices Converting Resignation and Drop-Offs of Business Students to Retention. Journal on Efficiency and Responsibility in Education and Science, 2020, 13, 79-89.	0.7	1
8	The role of attitudes towards specific types of ads on decisions regarding the search for a position. Projectics / Proyéctica / Projectique, 2020, n°27, 97-126.	0.2	0