

Zdenek Linhart

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4393765/publications.pdf>

Version: 2024-02-01

8
papers

62
citations

1937685

4
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

67
citing authors

#	ARTICLE	IF	CITATIONS
1	The effectiveness of female nudity in advertising in three European countries. <i>International Marketing Review</i> , 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. <i>Journal of Competitiveness</i> , 2014, 6, 87-103.	3.0	15
3	Impact of Age Management on Sustainability in Czech Organisations. <i>Sustainability</i> , 2020, 12, 1064.	3.2	9
4	Advertising in Czech and French Magazines. <i>Journal of Euromarketing</i> , 2007, 16, 139-152.	0.0	4
5	Biodiesel from Waste Animal Fat: Efficient Fuel of the Future?. <i>International Advances in Economic Research</i> , 2016, 22, 465-466.	0.8	3
6	Biobutanol Standardizing Waste Cooking Oil as a Biofuel. <i>Polish Journal of Environmental Studies</i> , 2017, 26, 69-78.	1.2	2
7	Indices Converting Resignation and Drop-Offs of Business Students to Retention. <i>Journal on Efficiency and Responsibility in Education and Science</i> , 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. <i>Projectics / Proyectiva / Projectique</i> , 2020, n°27, 97-126.	0.2	0