

Ä½udovÄ-t NastiÄjin

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4504025/publications.pdf>

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9
papers

54
citations

2258059

3
h-index

1872680

6
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all docs

9
docs citations

9
times ranked

45
citing authors

#	ARTICLE	IF	CITATIONS
1	THE CUSTOMERâ€™S BRAND EXPERIENCE IN THE LIGHT OF SELECTED PERFORMANCE INDICATORS IN THE SOCIAL MEDIA ENVIRONMENT. Journal of Competitiveness, 2018, 10, 72-84.	3.0	31
2	SUSTAINABLE PERFORMANCE OF PLAYERS IN THE GLOBAL AVIATION INDUSTRY IN THE LIGHT OF MULTI-FACTOR ANALYSIS OF ONLINE REPUTATION. International Journal of Entrepreneurial Knowledge, 2021, 9, 1-9.	1.8	11
3	Factors of communication mix on social media and their role in forming customer experience and brand image. Management and Marketing, 2018, 13, 1108-1118.	1.7	6
4	Quantitative study of selected Facebook marketing communication engagement factors in the optics of different post types. Innovative Marketing, 2019, 15, 16-25.	1.7	3
5	Analysis of perceived customer satisfaction in the context of rail transport: a case stude of the Slovak market. Entrepreneurship and Sustainability Issues, 2022, 9, 427-438.	1.1	2
6	ENGAGEMENT FACTORS ANALYSIS OF COMPANIES MANAGING THEIR PRESENCE ON FACEBOOK PLATFORM: A QUANTITATIVE APPROACH RESEARCH IN AIRLINES SECTOR. Polish Journal of Management Studies, 2019, 20, 456-467.	0.9	1
7	Brand Engagement in the Light of Post Content Type on the Facebook Platform in the Selected Industry. GATR Journal of Management and Marketing Review, 2021, 6, 36-43.	0.2	0
8	Gender Differences in the Perception of Selected Aspects of Social Media as Part of Ecommerce Activities during a Pandemic: A Case Study in the Tourism Segment. , 2021, 12, 129-129.		0
9	Gender Differences in the Perception of Selected Aspectsof Social Media as Part of Ecommerce Activities during a Pandemic. GATR Journal of Management and Marketing Review, 2021, 6, 245-252.	0.2	0