

Malgorzata Latuszynska

List of Publications by Year in descending order

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Version: 2024-02-01

17
papers

210
citations

1684188

5
h-index

1125743

13
g-index

20
all docs

20
docs citations

20
times ranked

179
citing authors

#	ARTICLE	IF	CITATIONS
1	Neurophysiological Tools to Investigate Consumer's Gender Differences during the Observation of TV Commercials. Computational and Mathematical Methods in Medicine, 2014, 2014, 1-12.	1.3	91
2	An Empirical Study of the Factors Influencing Consumer Behaviour in the Electric Appliances Market. Współczesna Ekonomia, 2012, 6, 76.	0.4	49
3	Application of the Vector Measure Construction Method and Technique for Order Preference by Similarity Ideal Solution for the Analysis of the Dynamics of Changes in the Poverty Levels in the European Union Countries. Sustainability, 2018, 10, 2858.	3.2	37
4	Cognitive neuroscience techniques in determining the right time of advertising. IOP Conference Series: Materials Science and Engineering, 2020, 671, 012033.	0.6	7
5	The Concept of Virtual Reality System to Study the Media Message Effectiveness of Social Campaigns. Procedia Computer Science, 2018, 126, 1616-1626.	2.0	6
6	Study on the Influence of Advertising Attractiveness on the Purchase Decisions of Women and Men. Journal of International Studies, 2013, 6, 20-32.	1.9	6
7	The use of neurophysiological measures in studying social advertising effectiveness. Procedia Computer Science, 2020, 176, 2487-2496.	2.0	3
8	Experimental Research in Economics and Computer Simulation. Springer Proceedings in Business and Economics, 2016, , 151-169.	0.3	3
9	Effectiveness of Electricity-Saving Communication Campaigns: Neurophysiological Approach. Energies, 2022, 15, 1263.	3.1	3
10	On the effectiveness of using virtual reality games in social marketing. Procedia Computer Science, 2020, 176, 3047-3056.	2.0	2
11	Legal and Methodological Aspects of Environmental Impact Assessment of Investments in Transport Infrastructure. Oeconomia Copernicana, 2013, 4, 103-120.	6.0	1
12	Experimental Study of Consumer Behavior Using Agent-Based Simulation. Springer Proceedings in Business and Economics, 2018, , 167-183.	0.3	1
13	System Dynamics Modeling in Behavioral Decision Making. Springer Proceedings in Business and Economics, 2017, , 243-253.	0.3	0
14	Agent-Based Modeling of Social Campaign Message Adoption: Problem of Parameter's Value Determination. Procedia Computer Science, 2021, 192, 2460-2470.	2.0	0
15	Web-Based Tools for System Dynamics Simulation. Foundations of Management, 2017, 9, 287-298.	0.5	0
16	Ubezpieczenie w Unii Europejskiej – porównania czasowe i przekrojowe. Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu, 2018, , 136-145.	0.1	0
17	Hybrid System Dynamics' Agent-Based Simulation for Research in Economics and Business. Springer Proceedings in Business and Economics, 2020, , 229-248.	0.3	0