

Boban Melovic

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

15
papers

67
citations

6
h-index

7
g-index

16
ext. papers

109
ext. citations

2.5
avg, IF

2.74
L-index

#	Paper	IF	Citations
15	Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market-Relevance for Sustainable Agriculture Business Development. <i>Foods</i> , 2020 , 9,	4.9	12
14	The Analysis of Marketing Factors Influencing Consumers' Preferences and Acceptance of Organic Food Products-Recommendations for the Optimization of the Offer in a Developing Market. <i>Foods</i> , 2020 , 9,	4.9	10
13	The Impact of Online Media on Parents' Attitudes toward Vaccination of Children-Social Marketing and Public Health. <i>International Journal of Environmental Research and Public Health</i> , 2020 , 17,	4.6	9
12	Bank CRM Optimization Using Predictive Classification Based on the Support Vector Machine Method. <i>Applied Artificial Intelligence</i> , 2020 , 34, 941-955	2.3	7
11	Attitudes and Perceptions of Employees toward Corporate Social Responsibility in Western Balkan Countries: Importance and Relevance for Sustainable Development. <i>Sustainability</i> , 2019 , 11, 6763	3.6	6
10	The Impact of Sport Sponsorship Perceptions and Attitudes on Purchasing Decision of Fans as Consumers-Relevance for Promotion of Corporate Social Responsibility and Sustainable Practices. <i>Sustainability</i> , 2019 , 11, 6389	3.6	6
9	Satisfaction as a Determinant of Customer Loyalty Towards Mobile Communication. <i>Acta Universitatis Agriculturae Et Silviculturae Mendeliana Brunensis</i> , 2015 , 62, 1363-1371	0.5	3
8	Electronic Customer Relationship Management Assimilation in Southeastern European Companies-Cluster Analysis. <i>IEEE Transactions on Engineering Management</i> , 2020 , 1-20	2.6	2
7	Green (Ecological) Marketing in Terms of Sustainable Development and Building a Healthy Environment. <i>Advances in Intelligent Systems and Computing</i> , 2018 , 1265-1281	0.4	2
6	Binary Programming Model for Rostering Ambulance Crew-Relevance for the Management and Business. <i>Mathematics</i> , 2021 , 9, 64	2.3	2
5	Research of Attitudes toward Online Violence-Significance of Online Media and Social Marketing in the Function of Violence Prevention and Behavior Evaluation. <i>Sustainability</i> , 2020 , 12, 10609	3.6	1
4	Perceptions and Attitudes of Parents Toward Vaccination of Children in Western Balkan Countries: Trust in the Function of Improving Public Health. <i>Balkan Medical Journal</i> , 2021 , 38, 59-60	1.5	1
3	Evaluating Relations between Originality, Efficiency, Conformism and Entrepreneurial Potential of Students in a Fast Changing Business Environment. <i>Sustainability</i> , 2021 , 13, 1593	3.6	1
2	Business analysis of the financial support for organic production in Montenegro -Technological and organizational aspects. <i>MATEC Web of Conferences</i> , 2018 , 170, 01001	0.3	1
1	Quality as a Determinant of the Customer-Satisfaction on the Mobile Communication Market. <i>Advances in Intelligent Systems and Computing</i> , 2018 , 1282-1295	0.4	