

# Boban Melovic

## List of Publications by Year in Descending Order

**Source:** <https://exaly.com/author-pdf/636850/boban-melovic-publications-by-year.pdf>

**Version:** 2024-04-28

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

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	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> , <b>2021</b> , 38, 59-60	1.5	1
14	Binary Programming Model for Rostering Ambulance Crew-Relevance for the Management and Business. <i>Mathematics</i> , <b>2021</b> , 9, 64	2.3	2
13	Evaluating Relations between Originality, Efficiency, Conformism and Entrepreneurial Potential of Students in a Fast Changing Business Environment. <i>Sustainability</i> , <b>2021</b> , 13, 1593	3.6	1
12	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> , <b>2020</b> , 12, 10609	3.6	1
11	Electronic Customer Relationship Management Assimilation in Southeastern European Companies Cluster Analysis. <i>IEEE Transactions on Engineering Management</i> , <b>2020</b> , 1-20	2.6	2
10	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> , <b>2020</b> , 9,	4.9	10
9	Bank CRM Optimization Using Predictive Classification Based on the Support Vector Machine Method. <i>Applied Artificial Intelligence</i> , <b>2020</b> , 34, 941-955	2.3	7
8	Attracting Green Consumers as a Basis for Creating Sustainable Marketing Strategy on the Organic Market-Relevance for Sustainable Agriculture Business Development. <i>Foods</i> , <b>2020</b> , 9,	4.9	12
7	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> , <b>2020</b> , 17,	4.6	9
6	Attitudes and Perceptions of Employees toward Corporate Social Responsibility in Western Balkan Countries: Importance and Relevance for Sustainable Development. <i>Sustainability</i> , <b>2019</b> , 11, 6763	3.6	6
5	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> , <b>2019</b> , 11, 6389	3.6	6
4	Green (Ecological) Marketing in Terms of Sustainable Development and Building a Healthy Environment. <i>Advances in Intelligent Systems and Computing</i> , <b>2018</b> , 1265-1281	0.4	2
3	Quality as a Determinant of the Customer's Satisfaction on the Mobile Communication Market. <i>Advances in Intelligent Systems and Computing</i> , <b>2018</b> , 1282-1295	0.4	
2	Business analysis of the financial support for organic production in Montenegro Technological and organizational aspects. <i>MATEC Web of Conferences</i> , <b>2018</b> , 170, 01001	0.3	1
1	Satisfaction as a Determinant of Customer Loyalty Towards Mobile Communication. <i>Acta Universitatis Agriculturae Et Silviculturae Mendeliana Brunensis</i> , <b>2015</b> , 62, 1363-1371	0.5	3