

# Alona O Natorina

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/654459/publications.pdf>

Version: 2024-02-01

14  
papers

20  
citations

2258059

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h-index

2053705

5  
g-index

14  
all docs

14  
docs citations

14  
times ranked

13  
citing authors

#	ARTICLE	IF	CITATIONS
1	Business optimization in the digital age: insights and recommendations. Economic Annals-XXI, 2020, 181, 83-91.	0.3	9
2	THE ADAPTIVE MANAGEMENT SYSTEM OF MARKETING COMMODITY POLICY*. Baltic Journal of Economic Studies, 2019, 5, 131.	0.5	5
3	Online retailersâ€™ management system of marketing commodity policy. Economic Annals-XXI, 2018, 174, 69-72.	0.3	4
4	Congruent marketing product strategies of the enterprises. Economic Annals-XXI, 2017, 163, 75-78.	0.3	1
5	Facebook and Instagram Business Account Management under the Pandemic Influence. SHS Web of Conferences, 2021, 126, 04003.	0.2	1
6	Key aspects of the digital business model design. Marketing and Digital Technologies, 2017, 1, 52-62.	0.3	0
7	ACTIVITY OF RETAILERS AND FMCG PRODUCERS IN THE DIGITAL AGE. Marketing and Digital Technologies, 2018, 2, 76-86.	0.3	0
8	Management of digital business in the context of countryâ€™s economic development. Marketing and Digital Technologies, 2018, 2, 94-104.	0.3	0
9	RESCRIPT OF HR-MANAGEMENT ENTERPRISE: DIGITAL REALITIES. Cherkasy University Bulletin Economics Sciences, 2019, , 36-45.	0.1	0
10	Transitive business model of digital business: the nature and mechanism of reconfiguration. Ukrainian Black Sea Region Agrarian Science, 2019, 103, 36-43.	0.3	0
11	THE SUBSTANTIAL VECTORS OF THE DIGITAL BUSINESS DEVELOPMENT. , 2020, , .		0
12	A Simulation Model of the Retailerâ€™s Response to Negative Online Buyerâ€™s Reviews and Comments. Business Inform, 2020, 2, 451-457.	0.2	0
13	ONLINE BUSINESS INTENTIONALITY: INNOVATION AND PROGRESSIVE DEVELOPMENT. Problems of Systemic Approach in the Economy, 2020, , .	0.1	0
14	Marketing management risks of online business: taxonomy, verification and assessment. Economic Annals-XXI, 2021, 192, 137-147.	0.3	0