Alona O Natorina

List of Publications by Year
in descending order

14 papers	20 citations	2258059 3 h-index	2053705 5 g-index
14 all docs	14 docs citations	14 times ranked	13 citing authors

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