

Marc Polo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6572749/publications.pdf>

Version: 2024-02-01

11
papers

89
citations

2258059

3
h-index

2272923

4
g-index

14
all docs

14
docs citations

14
times ranked

105
citing authors

#	ARTICLE	IF	CITATIONS
1	Interactive Advertising on HbbTV: An Experimental Analysis of Emotions. Sustainability, 2021, 13, 7794.	3.2	3
2	Interactivity in Social Media: A Comparison in the Movie Studios Sector. Springer Proceedings in Business and Economics, 2021, , 43-49.	0.3	1
3	Social Media Influence on Consumer Behavior: The Case of Mobile Telephony Manufacturers. Sustainability, 2020, 12, 1506.	3.2	18
4	Movilidad e interactividad en el Āmbito universitario. Oportunidades para las apps.. Comunicaci3n Revista Internacional De Comunicaci3n Audiovisual Publicidad Y Literatura, 2020, 1, 39-65.	0.3	0
5	Digital culture and communication: HbbTV or the new interactive culture. , 2020, , .		0
6	Gender Equality and UN Sustainable Development Goals: Priorities and Correlations in the Top Business Schoolsâ€™ Communication and Legitimation Strategies. Sustainability, 2019, 11, 302.	3.2	39
7	Multi-user Virtual Environments in HbbTV. , 2019, , .		0
8	The impact of robotics on the tourism sector: the case of Barcelona. Harvard Deusto Business Research, 2019, 8, 49.	0.3	2
9	WHATSAPP AND UNIVERSITY: IMPACTS ON ACADEMIC PERFORMANCE. INTED Proceedings, 2018, , .	0.0	0
10	DUAL PROFESSIONAL TRAINING: THE CONNECTION BETWEEN STUDENTS AND ENTERPRISE. , 2017, , .		0
11	EDUCATION, RESEARCH AND INNOVATION IN SPAIN: JOB PLACEMENT THANKS TO DUAL PROFESSIONAL TRAINING. , 2017, , .		0