

# Blanca Miguñález-Juan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6623112/publications.pdf>

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4  
papers

19  
citations

2258059

3  
h-index

2550090

3  
g-index

4  
all docs

4  
docs citations

4  
times ranked

10  
citing authors

#	ARTICLE	IF	CITATIONS
1	Nuevos formatos publicitarios en automoción. SEAT Mii by Cosmopolitan, branded content dirigido a mujeres.. Mediterranean Journal of Communication, 2022, 13, 185.	0.4	8
2	La Realidad Virtual Inmersiva como herramienta educativa para la transformación social: Un estudio exploratorio sobre la percepción de los estudiantes en Educación Secundaria Postobligatoria. Aula Abierta, 2019, 48, 157.	0.5	7
3	Branded Content. Advances in Business Strategy and Competitive Advantage Book Series, 2020, , 215-238.	0.3	4
4	The art director: revision of the definition in the scientific literature and proposals of the experts.. Grafica, 2019, 7, 33.	0.1	0