

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 automoci3n. SEAT Mii by Cosmopolitan, branded content dirigido a mujeres.. Mediterranean Journal of Communication, 2022, 13, 185. | 0.4 | 8 |
| 2 | Branded Content. Advances in Business Strategy and Competitive Advantage Book Series, 2020, , 215-238. | 0.3 | 4 |
| 3 | The art director: revision of the definition in the scientific literature and proposals of the experts.. Grafica, 2019, 7, 33. | 0.1 | 0 |
| 4 | La Realidad Virtual Inmersiva como herramienta educativa para la transformaci3n social: Un estudio exploratorio sobre la percepci3n de los estudiantes en Educaci3n Secundaria Postobligatoria. Aula Abierta, 2019, 48, 157. | 0.5 | 7 |