

Tereza Semerádová

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6761281/publications.pdf>

Version: 2024-02-01

15
papers

64
citations

1936888

4
h-index

1588620

8
g-index

18
all docs

18
docs citations

18
times ranked

52
citing authors

#	ARTICLE	IF	CITATIONS
1	Computer Estimation of Customer Similarity With Facebook Lookalikes: Advantages and Disadvantages of Hyper-Targeting. IEEE Access, 2019, 7, 153365-153377.	2.6	20
2	Using a systemic approach to assess Internet marketing communication within hospitality industry. Tourism Management Perspectives, 2016, 20, 276-289.	3.2	14
3	Looking for the Definition of Website Quality. SpringerBriefs in Business, 2020, , 5-27.	0.3	8
4	Website Quality and Shopping Behavior. SpringerBriefs in Business, 2020, , .	0.3	7
5	Calculation of Facebook Marketing Effectiveness in Terms of ROI. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 286-310.	0.7	5
6	The (In)Effectiveness of In-Stream Video Ads. , 2021, , 668-687.		3
7	Factors Influencing User Experience. SpringerBriefs in Business, 2020, , 29-62.	0.3	2
8	Reaching Your Customers Using Facebook and Google Dynamic Ads. , 2021, , 582-599.		1
9	Using Google Analytics to Examine the Website Traffic. SpringerBriefs in Business, 2020, , 91-112.	0.3	1
10	Reaching Your Customers Using Facebook and Google Dynamic Ads. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 177-199.	0.7	1
11	The (In)Effectiveness of In-Stream Video Ads. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2020, , 200-225.	0.7	1
12	Calculation of Facebook Marketing Effectiveness in Terms of ROI. , 2021, , 600-625.		0
13	Technical Aspects of Web Design. SpringerBriefs in Business, 2020, , 63-90.	0.3	0
14	The Place of Virtual Reality in E-Retail. Advances in Electronic Commerce Series, 2022, , 92-117.	0.2	0
15	Changes in Grocery Shopping Patterns Due to COVID-19. Advances in Electronic Commerce Series, 2022, , 23-48.	0.2	0