

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