

Christos Livas

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6782134/publications.pdf>

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5
papers

25
citations

2681738

2
h-index

2917219

2
g-index

5
all docs

5
docs citations

5
times ranked

13
citing authors

#	ARTICLE	IF	CITATIONS
1	Examining the concurrent impact of teaching and assessment format on undergraduate students' academic performance in marketing. Higher Education, Skills and Work-based Learning, 2022, ahead-of-print, .	0.9	2
2	The Powers and Perils of Societal Advertising. Journal of Macromarketing, 2021, 41, 454-470.	1.7	10
3	Perceived impact of BYOD initiatives on post-secondary students' learning, behaviour and wellbeing: the perspective of educators in Greece. Education and Information Technologies, 2019, 24, 489-508.	3.5	12
4	ADVERTISING MESSAGES BEFORE AND DURING THE ECONOMIC RECESSION IN GREECE. , 2016, , .		1
5	THE BATTLE OF MARATHON: SEGMENTING, TARGETING AND POSITIONING IN THE ANCIENT AND CONTEMPORARY GREECE. , 2010, , .		0