

Marco Rodrigues

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6821863/publications.pdf>

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6
papers

30
citations

2682572

2
h-index

2917675

2
g-index

6
all docs

6
docs citations

6
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Social Networks Uses and Motivations: Proposition and Test of an Integrative Model. Latin American Business Review, 2022, 23, 21-47.	1.3	0
2	MARKETING SOCIAL E ECOSSISTEMAS DE NEGÓCIOS: AVALIAÇÃO REFLEXIVA PARA PROPOSIÇÃO DE UMA VISÃO INTEGRATIVA. REAd: Revista Eletrônica De Administração, 2022, 28, 180-207.	0.2	0
3	An exploration of eLearning adoption in the educational ecosystem. Education and Information Technologies, 2021, 26, 585-615.	5.7	28
4	Pandemic, Samba, and Diogo Nogueira's Livestreams: Platform Management Challenges. RAC: Revista De Administração Contemporânea, 2021, 25, .	0.4	0
5	Pandemia, Samba e as Lives de Diogo Nogueira: Desafios de Gestão de Plataformas. RAC: Revista De Administração Contemporânea, 2021, 25, .	0.4	0
6	Mãetras, Mães e Anunciantes: Discutindo a Relação. Revista Brasileira De Marketing, 2014, 13, 78-93.	0.2	2