

Vladimír Vavrečka

List of Publications by Year in descending order

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3
papers

34
citations

2258059

3
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2550090

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g-index

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all docs

3
docs citations

3
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of packaging on consumer behavior in the private label market – the case of Slovak consumers under 25 years of age. <i>Innovative Marketing</i> , 2020, 16, 62-73.	1.7	6
2	Differences in the usage of online marketing and social media tools: evidence from Czech, Slovakian and Hungarian SMEs. <i>Equilibrium Quarterly Journal of Economics and Economic Policy</i> , 2020, 15, 537-563.	3.5	25
3	Quantitative study of selected Facebook marketing communication engagement factors in the optics of different post types. <i>Innovative Marketing</i> , 2019, 15, 16-25.	1.7	3