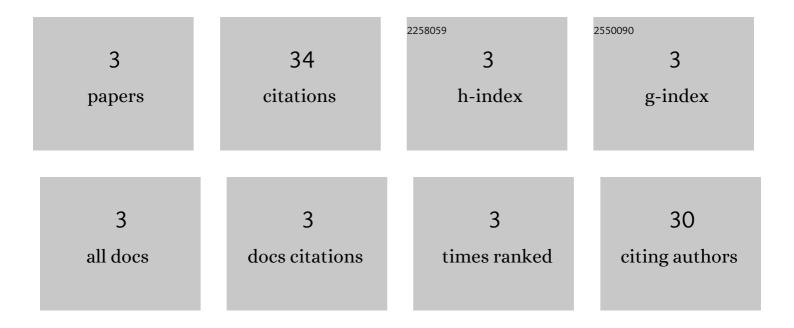
VladimÃ-r VavreÄka

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/734091/publications.pdf Version: 2024-02-01



#	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. Innovative Marketing, 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. Equilibrium Quarterly Journal of Economics and Economic Policy, 2020, 15, 537-563.	3.5	25
3	Quantitative study of selected Facebook marketing communication engagement factors in the optics of different post types. Innovative Marketing, 2019, 15, 16-25.	1.7	3