

Giancarlo Scozzese

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7923787/publications.pdf>

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4
papers

8
citations

2682572

2
h-index

2550090

3
g-index

4
all docs

4
docs citations

4
times ranked

6
citing authors

#	ARTICLE	IF	CITATIONS
1	The Influence of Virtual Communities in Marketing Decision. International Business Research, 2017, 10, 191.	0.3	4
2	Sentiment Analysis as a Tool to Understand the Cultural Relationship between Consumer and Brand. Advances in Business Information Systems and Analytics Book Series, 2017, , 202-215.	0.4	3
3	Marketing and management: a complex adaptive system view. World Review of Entrepreneurship, Management and Sustainable Development, 2016, 12, 134.	0.2	1
4	E-Commerce And Showrooming: How Retail is Changing. International Journal of Management & Information Technology, 0, 16, 89-93.	0.0	0