

Anna Borawska

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/803997/publications.pdf>

Version: 2024-02-01

16
papers

49
citations

1937685

4
h-index

1720034

7
g-index

19
all docs

19
docs citations

19
times ranked

39
citing authors

#	ARTICLE	IF	CITATIONS
1	Do negative emotions in social advertising really work? Confrontation of classic vs. EEG reaction toward advertising that promotes safe driving. PLoS ONE, 2020, 15, e0233036.	2.5	13
2	The Role of Public Awareness Campaigns in Sustainable Development. Economic and Environmental Studies, 2017, 17, 865-877.	0.2	8
3	Cognitive neuroscience techniques in determining the right time of advertising. IOP Conference Series: Materials Science and Engineering, 2020, 671, 012033.	0.6	7
4	The Concept of Virtual Reality System to Study the Media Message Effectiveness of Social Campaigns. Procedia Computer Science, 2018, 126, 1616-1626.	2.0	6
5	Best practices of neurophysiological data collection for media message evaluation in social campaigns. Procedia Computer Science, 2021, 192, 4017-4026.	2.0	4
6	The use of neurophysiological measures in studying social advertising effectiveness. Procedia Computer Science, 2020, 176, 2487-2496.	2.0	3
7	Effectiveness of Electricity-Saving Communication Campaigns: Neurophysiological Approach. Energies, 2022, 15, 1263.	3.1	3
8	On the effectiveness of using virtual reality games in social marketing. Procedia Computer Science, 2020, 176, 3047-3056.	2.0	2
9	Mining Neuroscience Data for Social Campaign Evaluation. Procedia Computer Science, 2018, 126, 1758-1770.	2.0	1
10	Prediction of Decision Outcome via Observation of Brain Activity Signals During Decision-Making Process. Springer Proceedings in Business and Economics, 2017, , 255-269.	0.3	1
11	Impact of Negative Emotions on Social Campaigns Effectiveness – Measuring Dilemmas. Springer Proceedings in Business and Economics, 2018, , 113-125.	0.3	1
12	Cognitive Neuroscience Tools in Economic Experiments Investigating the Decision Making Process. Folia Oeconomica Stetinensia, 2017, 17, 159-169.	0.9	0
13	The Effective Management of Social Campaigns: Planning and Assessing the Media Message. Eurasian Studies in Business and Economics, 2021, , 279-291.	0.4	0
14	Agent-Based Modeling of Social Campaign Message Adoption: Problem of Parameter's Value Determination. Procedia Computer Science, 2021, 192, 2460-2470.	2.0	0
15	The use of a computer game in a social campaign to improve road safety. Procedia Computer Science, 2021, 192, 3777-3786.	2.0	0
16	Application of Behavioral Economics Insights to Increase Effectiveness of Public Awareness Campaigns. Springer Proceedings in Business and Economics, 2020, , 59-69.	0.3	0