

# Anna Borawska

## List of Publications by Year in descending order

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

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