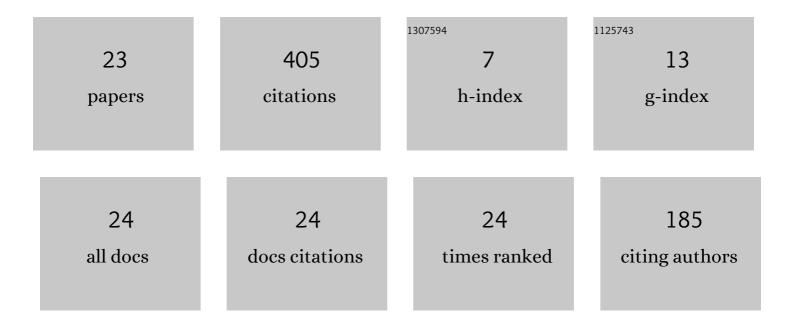
## Andrea Sestino

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8448978/publications.pdf Version: 2024-02-01



ANDREA SESTINO

#	Article	IF	CITATIONS
1	Internet of Things and Big Data as enablers for business digitalization strategies. Technovation, 2020, 98, 102173.	7.8	223
2	Leveraging Artificial Intelligence in Business: Implications, Applications and Methods. Technology Analysis and Strategic Management, 2022, 34, 16-29.	3.5	64
3	Elderly consumers and financial choices: AÂsystematic review. Journal of Financial Services Marketing, 2020, 25, 76-85.	3.4	17
4	Machine learning and artificial intelligence use in marketing: a general taxonomy. Italian Journal of Marketing, 2022, 2022, 439-457.	2.8	17
5	Let me drive you! The effect of change seeking and behavioral control in the Artificial Intelligence-based self-driving cars. Technology in Society, 2022, 70, 102017.	9.4	13
6	Consumers' innovativeness and conspicuous consumption orientation as predictors of environmentalism: an investigation in the context of smart mobility. Technology Analysis and Strategic Management, 2024, 36, 59-72.	3.5	12
7	Omnichannel Shopping Experiences for Fast Fashion and Luxury Brands. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2021, , 22-43.	0.8	11
8	The role of psychological flow in adventure tourism: sociodemographic antecedents and consequences on word-of-mouth and life satisfaction. Journal of Sport and Tourism, 2021, 25, 353-369.	2.6	10
9	The effect of fervid attachment to religious rites on tourism: evidence from the Holy Week in Southern Italy. Journal of Cultural Heritage Management and Sustainable Development, 2023, 13, 201-218.	0.9	8
10	Luxury Hospitality and the Adoption of Voice Assistants: The Role of Openness to Change and Status Consumption. , 2022, , 285-303.		6
11	Active ageing of elderly consumers: insights and opportunities for future business strategies. SN Business & Economics, 2022, 2, 8.	1.1	6
12	The Interplay of Consumer Innovativeness and Status Consumption Orientation When Buying NFT-Based Fashion Products. , 2022, , 63-75.		4
13	A Review of the Marketing Literature on NFTs. , 2022, , 23-41.		4
14	A Hierarchical Personality Approach Toward a Fuller Understanding of Onychophagia and Compulsive Buying. Psychological Reports, 2023, 126, 1322-1338.	1.7	3
15	The future of online marketing strategies and digital tools: new challenges and contributions to RACE framework. , 2021, 1, 1.		2
16	Consumers' Attitudes Toward Sustainable Luxury Products: The Role of Perceived Uniqueness and Conspicuous Consumption Orientation. Sustainable Textiles, 2021, , 267-279.	0.7	2
17	The Role of Consumers' Individual Differences and Perceived Product Quality in Sustainable Luxury Marketing: An Experimental Study in a Social Media Context. International Journal of Marketing Studies, 2022, 14, 34.	0.4	2
18	Gluttony as predictor of compulsive buying behaviour. British Food Journal, 2021, 123, 1345-1361.	2.9	1

#	Article	IF	CITATIONS
19	Il caso emblematico del complesso siderurgico dell'Ilva di Taranto: analisi della possibile esistenza di un equilibrio tra sviluppo industriale, sociale e sostenibilità (The Complex Case of the Ilva in Taranto:) Tj ETQq1 1 (	0.784314 0.4	rgBT /Overl
20	Business Development, Marketing Automation and Predictive Analysis: An Integration Perspective - An Overview Towards New Opportunities for Studying Consumer Behavior and Business Integration SSRN Electronic Journal, 0, , .	0.4	0
21	Il sistema dell'innovazione in Italia e la digitalizzazione della Pubblica Amministrazione (Regulatory) Tj ETQq1 1 0.7	784314 rg 0.4	BT /Overloc
22	INNOVATION AND AGGREGATION: A GOVERNANCE MODEL TO SUSTAIN COMPETITIVENESS OF WINE COMPANY IN SOUTH ITALY. , 2019, , .		0
23	TECHNOLOGICAL BASED INCUBATOR AND UNIVERSITY: A CASE STUDY IN THE REGION OF ITAJAÕVALLEY. Ciências Sociais Em Perspectiva, 2021, 19, 187-201.	0.0	0