

# Yuichi Ishikawa

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8617692/publications.pdf>

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8  
papers

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citations

2682572

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h-index

2550090

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g-index

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all docs

8  
docs citations

8  
times ranked

7  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Study on Effect of Big Five Personality Traits on Ad Targeting and Creative Design. Lecture Notes in Computer Science, 2019, , 257-269.	1.3	5
2	Psychographic Matching between a Call Center Agent and a Customer. , 2021, , .		4
3	Modelling and predicting an individual's perception of advertising appeal. User Modeling and User-Adapted Interaction, 2021, 31, 323-369.	3.8	3
4	Predicting a Driver's Personality from Daily Driving Behavior. , 0, , .		3
5	Predicting Advertising Appeal from Receiver's Psychological Traits and Ad Design Features. , 2019, , .		2
6	Personality Prediction with Cross-Modality Feature Projection. , 2021, , .		1
7	Multimodal Self-Assessed Personality Prediction in the Wild. , 2020, , .		1
8	The Utility of Personality Types for Personalizing Persuasion. Lecture Notes in Computer Science, 2022, , 240-254.	1.3	1