

Adrian Micu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8694462/publications.pdf>

Version: 2024-02-01

9
papers

259
citations

1307594

7
h-index

1588992

8
g-index

9
all docs

9
docs citations

9
times ranked

181
citing authors

#	ARTICLE	IF	CITATIONS
1	Analyzing user sentiment in social media: Implications for online marketing strategy. <i>Psychology and Marketing</i> , 2017, 34, 1094-1100.	8.2	71
2	Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users'™ expectations. <i>Technological Forecasting and Social Change</i> , 2020, 151, 119794.	11.6	57
3	Country-based comparison of accommodation brands in social media: An fsQCA approach. <i>Journal of Business Research</i> , 2018, 89, 235-242.	10.2	37
4	Online customer experience in e-retailing: implications for web entrepreneurship. <i>International Entrepreneurship and Management Journal</i> , 2019, 15, 651-675.	5.0	37
5	The state of #digitalentrepreneurship: a big data Leximancer analysis of social media activity. <i>International Entrepreneurship and Management Journal</i> , 2021, 17, 1899-1916.	5.0	20
6	Assessing an on-site customer profiling and hyper-personalization system prototype based on a deep learning approach. <i>Technological Forecasting and Social Change</i> , 2022, 174, 121289.	11.6	16
7	The Impact of Artificial Intelligence Use on the E-Commerce in Romania. <i>Amfiteatru Economic</i> , 2021, 23, 137.	2.1	15
8	Market Intelligence Precursors for the Entrepreneurial Resilience Approach: The Case of the Romanian Eco-Label Product Retailers. <i>Sustainability</i> , 2018, 10, 190.	3.2	6
9	PREDICTING THE ECONOMIC IMPACT OF USING RENEWABLE ENERGY BY MODELLING THROUGH ARTIFICIAL INTELLIGENCE TECHNIQUES. <i>European Journal of Sustainable Development (discontinued)</i> , 2017, 6, .	0.9	0