

# Recep Yilmaz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8811464/publications.pdf>

Version: 2024-02-01

22  
papers

48  
citations

2258059

3  
h-index

2053705

5  
g-index

22  
all docs

22  
docs citations

22  
times ranked

15  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Brief History of Storytelling. Advances in Media, Entertainment and the Arts, 2019, , 1-14.	0.1	13
2	Historical Transformation of the Advertising Narration in Turkey. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 133-152.	0.8	7
3	A Model for Mind-Device Dialectic and the Future of Advertising in the Social Media Age. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 1-16.	0.8	5
4	Meta Communication Concept and the Role of Mass Media in Knowledge Building Process for Distance Education. , 2012, , 249-264.		5
5	TELEVİZYON REKLAMLARINDA METALEPTİK KULLANIMLARIN TİPOLOJİSİ. Gazi Üni. İktisadi İdari Bilimler Fakültesi Elektronik Dergisi, 0, , 691-704.	0.4	5
6	The Financial Implications of Corporate Social Responsibility in the Banking Sector. , 2014, , 197-207.		3
7	A Model Proposal for Advertising Aestheticization. Advances in Electronic Government, Digital Divide, and Regional Development Book Series, 2014, , 264-272.	0.2	3
8	A Model for Interactive Advertising Narration. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2017, , 1-20.	0.8	3
9	Meta-Narrative of Immigration. Advances in Media, Entertainment and the Arts, 2021, , 63-85.	0.1	1
10	The Concept of Metalepsis and Classifications of Metaleptic Uses in TV Commercials. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 66-76.	0.8	1
11	The Role of Social Media Strategies in Competitive Banking Operations Worldwide. , 0, , 180-217.		1
12	Grandiose Mirrors of the Self. Advances in Linguistics and Communication Studies, 2022, , 11-25.	0.2	1
13	The Inter-Narrativity of "Life". Advances in Media, Entertainment and the Arts, 2021, , 106-119.	0.1	0
14	The Role of Social Media Strategies in Competitive Banking Operations Worldwide. Advances in Finance, Accounting, and Economics, 2014, , 304-340.	0.3	0
15	Leadership and the Function of Discourse on International Political Economy. Advances in Electronic Government, Digital Divide, and Regional Development Book Series, 2014, , 250-263.	0.2	0
16	A Model Proposal for Advertising Aestheticization. , 2015, , 524-532.		0
17	The Role of Social Media Strategies in Competitive Banking Operations Worldwide. , 2018, , 1258-1297.		0
18	Historical Transformation of the Advertising Narration in Turkey. , 2019, , 1380-1399.		0

#	ARTICLE	IF	CITATIONS
19	An Analytical Review on Fundamental Narrative Components and Their Reflections in Advertising. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2019, , 1-12.	0.8	0
20	Leadership and the Function of Discourse on International Political Economy. , 0, , 132-145.		0
21	The Role of Social Media Strategies in Competitive Banking Operations Worldwide. , 0, , 1384-1420.		0
22	The Construction of the Social Roles Attached to Women in TV Commercials Through the Narrative. Advances in Linguistics and Communication Studies, 2022, , 144-160.	0.2	0