

Richard Fedorko

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8865988/publications.pdf>

Version: 2024-02-01

45
papers

389
citations

933447

10
h-index

839539

18
g-index

45
all docs

45
docs citations

45
times ranked

257
citing authors

#	ARTICLE	IF	CITATIONS
1	Identification of the Factors Affecting the Frequency of Online Shopping of Millennial and Post-Millennial consumers. GATR Journal of Business and Economics Review, 2022, 6, 40-50.	0.2	1
2	Consumer Behavior in the Process of Buying Fashion Products: a Study of Generational Differences in Terms of Shopping Channel Preferences. GATR Journal of Management and Marketing Review, 2022, 7, 1-12.	0.2	1
3	Gender-generation characteristic in relation to the customer behavior and purchasing process in terms of mobile marketing. Oeconomia Copernicana, 2022, 13, 181-223.	6.0	9
4	Artificial Intelligence in E-commerce: A Literature Review. Lecture Notes on Data Engineering and Communications Technologies, 2022, , 677-689.	0.7	6
5	Can negative word-of-mouth have any impact on brand sustainability?. Marketing and Management of Innovations, 2021, , 212-224.	1.5	1
6	The Use of Social Media and Its Impact on Shopping Behavior of Slovak and Italian Consumers during COVID-19 Pandemic. Sustainability, 2021, 13, 1710.	3.2	57
7	ROPO and Reverse ROPO Effect in Gender-Generation Characteristics. GATR Journal of Management and Marketing Review, 2021, 6, 24-35.	0.2	0
8	Brand Engagement in the Light of Post Content Type on the Facebook Platform in the Selected Industry. GATR Journal of Management and Marketing Review, 2021, 6, 36-43.	0.2	0
9	Understanding the nature of the economic game ultimatum through the prism of personality traits. Entrepreneurship and Sustainability Issues, 2021, 8, 571-583.	1.1	3
10	Identification of Uncertainty Factors in the Consumer Behaviour of the New Generation of Customers at the E-commerce Level. Journal of Tourism and Services, 2021, 12, 168-183.	2.3	11
11	SUSTAINABLE PERFORMANCE OF PLAYERS IN THE GLOBAL AVIATION INDUSTRY IN THE LIGHT OF MULTI-FACTOR ANALYSIS OF ONLINE REPUTATION. International Journal of Entrepreneurial Knowledge, 2021, 9, 1-9.	1.8	11
12	Social media in the context of technology acceptance model. Entrepreneurship and Sustainability Issues, 2021, 9, 519-528.	1.1	3
13	Website quality factor as a multidimensional construct and its impact on the use of e-banking. Entrepreneurship and Sustainability Issues, 2021, 9, 542-557.	1.1	1
14	Motivational factors at work of e-commerce and e-business employees. What is the difference between genders?. Entrepreneurship and Sustainability Issues, 2021, 9, 23-36.	1.1	4
15	Generational Differences of Consumers: A Study of Preferred Purchasing Channels. , 2021, 12, 132-132.		0
16	Gender Differences in the Perception of Selected Aspects of Social Media as Part of Ecommerce Activities during a Pandemic: A Case Study in the Tourism Segment. , 2021, 12, 129-129.		0
17	Identification of Differences in Perception of Uncertainty Factors in the Consumer Behavior of Millennials in E-commerce. , 2021, 12, 130-130.		0
18	Differences in the perceived financial risk factors between digital natives in the e-commerce. Marketing and Management of Innovations, 2021, 5, 137-152.	1.5	2

#	ARTICLE	IF	CITATIONS
19	Gender Differences in the Perception of Selected Aspects of Social Media as Part of Ecommerce Activities during a Pandemic. <i>GATR Journal of Management and Marketing Review</i> , 2021, 6, 245-252.	0.2	0
20	Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers. <i>Sustainability</i> , 2020, 12, 245.	3.2	46
21	Effect of service quality assessment on perception of TOP hotels in terms of sentiment polarity in the Visegrad group countries. <i>Oeconomia Copernicana</i> , 2020, 11, 721-742.	6.0	21
22	Comparison of influence of selected viral advertising attributes on shopping behavior of Millennials – empirical study. <i>Innovative Marketing</i> , 2020, 16, 14-25.	1.7	1
23	Using Digital Devices in the Online Shopping: a Study of Demographic Differences. <i>Marketing and Management of Innovations</i> , 2020, , 154-167.	1.5	5
24	Hotel Marketing Policy: Role of Rating in Consumer Decision Making. <i>Marketing and Management of Innovations</i> , 2020, , 11-25.	1.5	5
25	Marketing Instrument of Improving Hotel Management Service: Evidence of Visegrad Group Countries. <i>Marketing and Management of Innovations</i> , 2019, , 208-220.	1.5	8
26	Analysis of consumer preferences related to the use of digital devices in the e-commerce dimension. <i>Entrepreneurship and Sustainability Issues</i> , 2019, 7, 25-33.	1.1	24
27	Impact of ancillary services on the hotel rating in Visegrad group countries. <i>Marketing and Management of Innovations</i> , 2019, 2, 99-107.	1.5	0
28	The Impact of Selected Quality Management Attributes on the Profitability of TOP Hotels in the Visegrad Group Countries. <i>Polish Journal of Management Studies</i> , 2019, 19, 46-58.	0.9	6
29	Healthcare Facilities Website and Their Impact on Customer Satisfaction from the Perspective of Customer Relationship Management. <i>Polish Journal of Management Studies</i> , 2019, 19, 75-88.	0.9	4
30	Quantitative study of selected Facebook marketing communication engagement factors in the optics of different post types. <i>Innovative Marketing</i> , 2019, 15, 16-25.	1.7	3
31	ENGAGEMENT FACTORS ANALYSIS OF COMPANIES MANAGING THEIR PRESENCE ON FACEBOOK PLATFORM: A QUANTITATIVE APPROACH RESEARCH IN AIRLINES SECTOR. <i>Polish Journal of Management Studies</i> , 2019, 20, 456-467.	0.9	1
32	Factors of communication mix on social media and their role in forming customer experience and brand image. <i>Management and Marketing</i> , 2018, 13, 1108-1118.	1.7	6
33	THE ALTERNATIVE MODEL FOR QUALITY EVALUATION OF HEALTH CARE FACILITIES BASED ON OUTPUTS OF MANAGEMENT PROCESSES. <i>Polish Journal of Management Studies</i> , 2018, 17, 194-208.	0.9	32
34	PERCEIVING THE ADVERTISING IN GENDER-GENERATIONAL CHARACTERISTICS. <i>Polish Journal of Management Studies</i> , 2018, 18, 44-57.	0.9	6
35	THE IMPACT OF SELECTED ELEMENTS OF E-COMMERCE TO E-SHOP RECOMMENDATION. <i>Polish Journal of Management Studies</i> , 2018, 18, 107-120.	0.9	6
36	AN ANALYSIS OF ONLINE CONSUMER SHOPPING BEHAVIOUR. <i>Polish Journal of Management Studies</i> , 2018, 18, 338-349.	0.9	3

#	ARTICLE	IF	CITATIONS
37	Analytical view of online marketing tools in the dimension of marketing campaignsâ€™ personalization in Slovakia. Marketing and Management of Innovations, 2018, , 186-200.	1.5	5
38	THE CUSTOMERâ€™S BRAND EXPERIENCE IN THE LIGHT OF SELECTED PERFORMANCE INDICATORS IN THE SOCIAL MEDIA ENVIRONMENT. Journal of Competitiveness, 2018, 10, 72-84.	3.0	31
39	THE ANALYSIS ON THE IMPORTANCE OF THE REPUTATION MANAGEMENT IN RELATION TO E-COMMERCE SUBJECTS. Polish Journal of Management Studies, 2017, 15, 48-56.	0.9	9
40	CITY MARKETING AND ITS IMPACT ON INCOME SOURCES OF THE LOCAL GOVERNMENT. Polish Journal of Management Studies, 2017, 15, 244-254.	0.9	3
41	GENDER DIFFERENCES IN THE CASE OF WORK SATISFACTION AND MOTIVATION. Polish Journal of Management Studies, 2017, 16, 215-225.	0.9	15
42	WEBSITE CONTENT QUALITY IN TERMS OF PERCEIVED IMAGE OF HIGHER EDUCATION INSTITUTION. Polish Journal of Management Studies, 2016, 13, 153-163.	0.9	13
43	ANALYSIS OF THE KEY FACTORS OF REPUTATION MANAGEMENT IN CONDITIONS OF CITY MARKETING. Polish Journal of Management Studies, 2016, 13, 69-80.	0.9	3
44	The Role of E-marketing Tools in Constructing the Image of a Higher Education Institution. Procedia, Social and Behavioral Sciences, 2015, 175, 431-438.	0.5	20
45	THE ANALYTICAL INSIGHT INTO CUSTOMER PERCEPTION OF QUALITY DETERMINANTS OF THE E-COMMERCE MODEL BUSINESS-TO-CONSUMER SUBJECTS IN THE CENTRAL EUROPEAN COUNTRIES. Quality Innovation Prosperity, 2014, 18, .	1.4	3