Inmaculada J MartÃnez

List of Publications by Year
in descending order

10	96	1478505	1474206
papers	citations	6	9
		h-index	g-index

11	11	11	100
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Ethical implications of digital advertising automation: The case of programmatic advertising in Spain. Profesional De La Informacion, 2017, 26, 201.	2.7	15
2	Nuevas vÃas para la comunicaciÃ³n empresarial: publicidad en el mÃ³vil. Profesional De La Informacion, 2010, 19, 140-148.	2.7	11
3	Managing The Unbalanced. Feminist Media Studies, 2012, 12, 506-516.	2.1	8
4	Tendencias evolutivas del contenido digital en aplicaciones mÃ³viles. Profesional De La Informacion, 2015, 24, 787.	2.7	7
5	De la Web social al MÃ³vil 2.0: el paradigma 2.0 en el proceso de convergencia mediÃ¡tica de la comunicaciÃ³n mÃ³vil. Profesional De La Informacion, 2009, 18, 155-161.	2.7	6
6	Privacy calculus: Factors that influence the perception of benefit. Profesional De La Informacion, 2018, 27, 341.	2.7	5
7	Privacy paradox in the mobile environment: The influence of the emotions. Profesional De La Informacion, 2019, 28, .	2.7	3
8	Conceptual and operative aspects of e-merchandising. International Journal of Internet Marketing and Advertising, 2008, 4, 197.	0.2	2
9	Driving Media Transformations. Advances in Multimedia and Interactive Technologies Book Series, 2016, , 160-176.	0.2	0
10	Contexto de uso e acesso a notÃcias em smartphones por jovens na Espanha. Comunicacao Midia E Consumo, 2021, 18, .	0.1	0