

# Silvia Sumedrea

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9252495/publications.pdf>

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2257263

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2549687

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times ranked

9  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Impact of New Technologies on Individuals' Health Perceptions in the European Union. Sustainability, 2020, 12, 10349.	1.6	8
2	How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation. Sustainability, 2021, 13, 6845.	1.6	5
3	Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components. Journal of Theoretical and Applied Electronic Commerce Research, 2021, 16, 2319-2340.	3.1	3