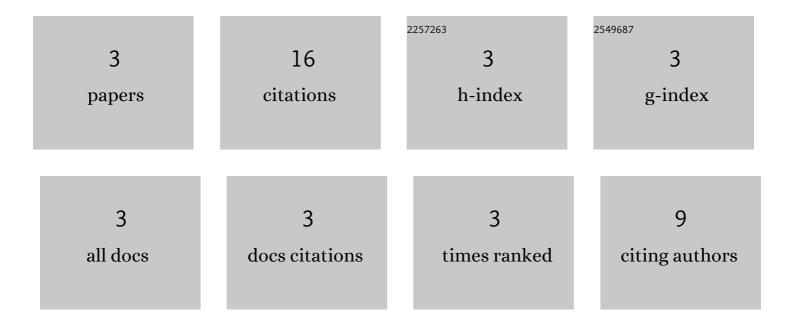
## Silvia Sumedrea

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9252495/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	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
2	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
3	The Impact of New Technologies on Individuals' Health Perceptions in the European Union. Sustainability, 2020, 12, 10349.	1.6	8