

Silvia Sumedrea

List of Publications by Year in descending order

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3
papers

16
citations

2257263

3
h-index

2549687

3
g-index

3
all docs

3
docs citations

3
times ranked

9
citing authors

| # | 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 |