

Julio A Viana

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9472609/publications.pdf>

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10
papers

29
citations

3310631

1
h-index

2549687

3
g-index

11
all docs

11
docs citations

11
times ranked

22
citing authors

#	ARTICLE	IF	CITATIONS
1	Current Applications of Machine Learning Techniques in CRM: A Literature Review and Practical Implications. , 2018, , .		12
2	A literature review of the current applications of machine learning and their practical implications. Web Intelligence, 2020, 18, 69-83.	0.1	9
3	Social CRM in Digital Marketing Agencies: An Extensive Classification of Services. , 2018, , .		6
4	Social CRM Services in Digital Marketing Agencies: A Preliminary Study on Service Offerings in Germany. Lecture Notes in Business Information Processing, 2019, , 383-395.	0.8	1
5	Outsourcing of Social CRM Services in German SMEs. Lecture Notes in Business Information Processing, 2020, , 215-228.	0.8	1
6	Designing innovative tools for improving literacy on intellectual property among SMEs. Technology Analysis and Strategic Management, 2015, 27, 314-333.	2.0	0
7	Social CRM from the Customer Perspective: A Preliminary Analysis of Differences between Brazilian and German Users. , 2018, , .		0
8	SOCIAL CRM E FINTECH: ANÁLISE DE PUBLICAÇÕES INTERNACIONAIS 2008-2018. , 2019, , .		0
9	Análise do setor de telecomunicações brasileiro: Uma visão sobre Reclamações. RISTI - Revista Iberica De Sistemas E Tecnologias De Informacao, 2020, , 31-48.	0.1	0
10	Social CRM Tools: A Systematic Mapping Study. Lecture Notes in Business Information Processing, 2020, , 250-261.	0.8	0