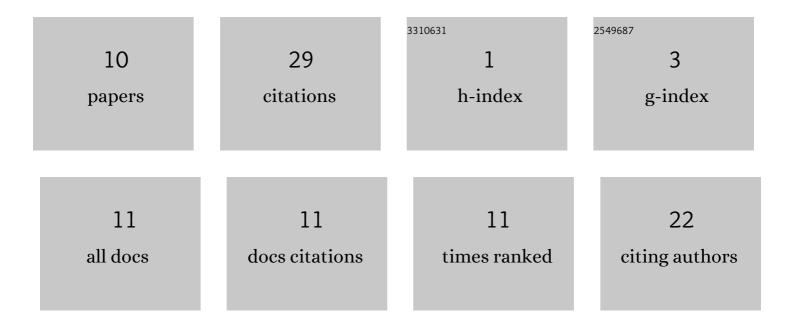
Julio A Viana

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9472609/publications.pdf Version: 2024-02-01



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