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Samson Ajayi

Total Citations

| | |
|-----------------|---|
| Web of Science® | 4 |
| Scopus | 3 |

Publications

• Scientific Journals

- Scientific journal paper

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| 1 | Ajayi, S., Loureiro, S. M. C. & Souto, D. (2023). Internet of things and consumer engagement on retail: State-of-the-art and future directions. <i>EuroMed Journal of Business</i> . 18 (3), 397-423 - Times Cited Web of Science®: 4 - Times Cited Scopus: 3 - Times Cited Google Scholar: 9 |
|---|--|

• Conferences/Workshops and Talks

- Publication in conference proceedings

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|---|---|
| 1 | Ajayi, S., Loureiro, S. M, C. & Langaro, D. (2022). Implications of new technologies on consumer engagement. In Flavián-Blanco, Carlos ; Orús, Carlos ; Belanche, Daniel (Ed.), <i>Proceedings of AIRSI 2022: Technologies 4.0 in tourism, service and marketing</i> . (pp. 270-275). Zaragoza: University of Zaragoza. |
|---|---|

- Talk

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| 1 | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2023). Innovation and New Technology on Sustainable Consumption in Africa: A Conceptual Framework. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship. |
| 2 | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2022). Internet of things and consumer engagements in retail. 10th. AIM-AMA Sheth Foundation Doctoral Consortium. |
| 3 | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2022). Implications of new technologies on consumer engagement. AIRSI 2022 Technologies 4.0 in Tourism, Services and Marketing . |