

## Publikacje dr Borawska Anna z lat 2022-2023

| Lp.         | Publikacja  | Pc       |
|-------------|---|----------|
| <b>2022</b> |   |          |
| 1           | Determining the degree of player engagement in a computer game with elements of a social campaign using cognitive neuroscience techniques / Konrad Biercewicz, Mariusz Borawski, Anna Borawska, Jarosław Duda. // Applied Computer Science. 2022, , s.28-52 DOI: 10.35784/acs-2022-27   | 70,0000  |
| 2           | Effective electroencephalogram based epileptic seizure detection using support vector machine and statistical moment's features / Akeel Abdulkareem Al-Sakaa, Mohsin Hasan Hussein, Zaid Hasan Nasralla, Hazim Alsaqaa, Kesra Nermend, Anna Borawska. // International Journal of Electrical and Computer Engineering. 2022, vol. 12 no. 5, s.5204-5213 DOI: 10.11591/ijece.v12i5.pp5204-5213                     | 70,0000  |
| 3           | Effectiveness of electricity-saving communication campaigns : neurophysiological approach / Anna Borawska, Mariusz Borawski, Małgorzata Łatuszyńska. // Energies. 2022, vol. 15 iss. 4, s.1-19 DOI: 10.3390/en15041263  | 140,0000 |
| 4           | Social campaigns for protecting natural resources : the case of Poland / Małgorzata Łatuszyńska, Anna Borawska. // European Research Studies Journal. 2022, vol. 25 zeszyt 1, s.43-63 DOI: 10.35808/ersj/2828   | 100,0000 |
| <b>2023</b> |   |          |
| 5           | Experimental studies of advertising message effectiveness in virtual reality / Anna Borawska, Małgorzata Łatuszyńska, Mariusz Borawski. // Human Technology. 2023, , s.352-369 DOI: 10.14254/1795-6889.2023.19-3.3  | 140,0000 |
| 6           | Incorporating Cognitive Neuroscience Techniques to Enhance User Experience Research Practices / Anna Borawska, Adrianna Mateja. - // W: Information Systems Development, Organizational Aspects and Societal Trends (ISD2023 Proceedings) / A. R. da Silva, M. M. da Silva, J. Estima, C. Barry, M. Lang, H. Linger, & C. Schneider (Eds.). - Lisbon : Instituto Superior Técnico, 2023 DOI: 10.62036/ISD.2023.36 | 140,0000 |
| 7           | Metody neuronauki poznawczej w badaniu doświadczenia użytkowników / Anna Borawska, Adrianna Mateja. - // W: Informatyka w zarządzaniu / pod redakcją Heleny Dudycz, Marcina Hernesa, Macieja Pondela, Artura Rota. - Wrocław : Wydawnictwo Uniwersytetu Ekonomicznego, 2023 DOI: 10.15611/2023.51.0.01  | 20,0000  |
| 8           | The use of cognitive neuroscience tools for evaluating the cognitive overload caused by social advertising / Anna Borawska, Adrianna Mateja. - // W: Proceedings Conference AMCIS 2023, Panama 10-12 August 2023 / Paul Pavlou (Honorary Chair). - Panama City : Association for Information Systems, 2023  | 140,0000 |
| 9           | VR educational game in public awareness campaign preventing the spread of COVID-19 : a pilot study / Konrad Biercewicz, Anna Borawska, Mariusz Borawski, Jarosław Duda. // Procedia Computer Science. 2023, , s.2057-2066 DOI: 10.1016/j.procs.2023.10.196  | 70,0000  |

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| Łączna liczba punktów                                      | 890,0000 |
| Łączna liczba publikacji z listy czasopism i konferencji   | 8        |
| Suma punktów za publikacje z listy czasopism i konferencji | 870,0000 |