

Jiyao Xun

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1120842/publications.pdf>

Version: 2024-02-01

11
papers

236
citations

1478505

6
h-index

1372567

10
g-index

11
all docs

11
docs citations

11
times ranked

262
citing authors

#	ARTICLE	IF	CITATIONS
1	Applying netnography to market research: The case of the online forum. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2010, 18, 17-31.	0.4	105
2	Twitter as customer's eWOM: an empirical study on their impact on firm financial performance. <i>Internet Research</i> , 2017, 27, 1014-1038.	4.9	38
3	Corporate Social Responsibility in China: a Preferential Stakeholder Model and Effects. <i>Business Strategy and the Environment</i> , 2013, 22, 471-483.	14.3	30
4	British SMEs' e-commerce technological investments and firm performance: an RBV perspective. <i>Technology Analysis and Strategic Management</i> , 2015, 27, 586-603.	3.5	30
5	New insights into emotion valence and loyalty intentions in relational exchanges. <i>Psychology and Marketing</i> , 2018, 35, 160-169.	8.2	10
6	Return on web site visit duration: Applying web analytics data. <i>Journal of Direct, Data and Digital Marketing Practice</i> , 2015, 17, 54-70.	0.3	7
7	Revisiting the two-stage choice model: an empirical study of consumer choice on brand website visits. <i>Behaviour and Information Technology</i> , 2014, 33, 1192-1207.	4.0	5
8	Complementary resources and SME firm performance: the role of external readiness and E-commerce functionality. <i>Industrial Management and Data Systems</i> , 2022, 122, 1128-1151.	3.7	5
9	Retail internationalisation through M&As: a study of the talent challenge in a British-acquired Taiwanese-retailer in mainland China. <i>International Review of Retail, Distribution and Consumer Research</i> , 2010, 20, 469-493.	2.0	4
10	The ups and downs of online dating: Effects of positive and negative anticipatory emotions on participant volition behaviour. <i>Journal of Direct, Data and Digital Marketing Practice</i> , 2014, 16, 51-60.	0.3	2
11	Measuring the effects of dating websites' investments in user self-presentation and peer-interactivity on firm performance. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2011, 19, 183-193.	0.4	0