

Fei Xue

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

11
papers

243
citations

7
h-index

12
g-index

12
ext. papers

292
ext. citations

2.3
avg, IF

3.72
L-index

| # | Paper | IF | Citations |
|----|--|-----|-----------|
| 11 | The Effects of Product Involvement and Prior Experience on Chinese Consumers' Responses to Online Word of Mouth. <i>Journal of International Consumer Marketing</i> , 2010, 23, 45-58 | 2.1 | 51 |
| 10 | Understanding the green buying behavior of younger Millennials from India and the United States: A structural equation modeling approach. <i>Journal of International Consumer Marketing</i> , 2016, 28, 54-72 | 2.1 | 43 |
| 9 | Personal networks as a precursor to a green future: a study of green consumer socialization among young millennials from India and China. <i>Young Consumers</i> , 2016, 17, 226-242 | 2.4 | 36 |
| 8 | Internet-facilitated consumer-to-consumer communication: the moderating role of receiver characteristics. <i>International Journal of Internet Marketing and Advertising</i> , 2004, 1, 121 | 0.7 | 33 |
| 7 | VISUAL DIFFERENCES IN U.S. AND CHINESE TELEVISION COMMERCIALS. <i>Journal of Advertising</i> , 2005, 34, 112-119 | 4.4 | 28 |
| 6 | It Looks Green: Effects of Green Visuals in Advertising on Chinese Consumers' Brand Perception. <i>Journal of International Consumer Marketing</i> , 2014, 26, 75-86 | 2.1 | 21 |
| 5 | Message Framing and Collectivistic Appeal in Green Advertising: A Study of Chinese Consumers. <i>Journal of International Consumer Marketing</i> , 2015, 27, 152-166 | 2.1 | 15 |
| 4 | What Happens When Satisfied Customers Need Variety? Effects Of Purchase Decision Involvement and Product Category on Chinese Consumers' Brand-Switching Behavior. <i>Journal of International Consumer Marketing</i> , 2018, 30, 148-157 | 2.1 | 6 |
| 3 | In-Feed Native Advertising on News Websites: Effects of Advertising Format, Website Reputation, and Product Involvement. <i>Journal of Internet Commerce</i> , 2019, 18, 270-290 | 3.8 | 5 |
| 2 | Social Information in Facebook News Feed Ads: Effects of Personal Relevance and Brand Familiarity. <i>Journal of Promotion Management</i> , 2019, 25, 570-588 | 2.3 | 3 |
| 1 | Effects of Instagram User-Generated Content on Travel Inspiration and Planning: An Extended Model of Technology Acceptance. <i>Journal of Promotion Management</i> , 1-22 | 2.3 | 2 |