

Fei Xue

List of Publications by Year in Descending Order

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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	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
10	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
9	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
8	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
7	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
6	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
5	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
4	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
3	VISUAL DIFFERENCES IN U.S. AND CHINESE TELEVISION COMMERCIALS. <i>Journal of Advertising</i> , 2005 , 34, 112-119	4.4	28
2	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
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