

Yuli Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11304665/publications.pdf>

Version: 2024-02-01

10
papers

390
citations

1684188

5
h-index

1588992

8
g-index

10
all docs

10
docs citations

10
times ranked

341
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 1 | Concave or convex? The impact of display surface curvature on social appealsâ€™ persuasion: the mediating role of selfâ€™other overlap. <i>European Journal of Marketing</i> , 2022, 56, 1108-1125. | 2.9 | 1 |
| 2 | Space between products on display: the impact of interspace on consumer estimation of product size. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 1109-1131. | 11.2 | 5 |
| 3 | When distraction may be a good thing: The role of distraction in lowâ€™fit brand extension evaluation. <i>Psychology and Marketing</i> , 2020, 37, 604-621. | 8.2 | 5 |
| 4 | Going it alone or together: the role of space between products on consumer perceptions of price promotions. <i>International Journal of Advertising</i> , 2020, 39, 1086-1114. | 6.7 | 4 |
| 5 | An Exploratory Study of Antecedents of Entrepreneurial Decision-Making Logics: The Role of Self-Efficacy, Optimism, and Perspective Taking. <i>Emerging Markets Finance and Trade</i> , 2019, 55, 781-794. | 3.1 | 27 |
| 6 | Facing the â€™Rightâ€™ Side? The Effect of Product Facing Direction. <i>Journal of Advertising</i> , 2019, 48, 153-166. | 6.6 | 15 |
| 7 | An empirical research about ambidextrous competence, innovation-oriented leadership behavior, and firm performance. , 2014, , . | | 0 |
| 8 | Prior Experience and Social Class as Moderators of the Planningâ€™Performance Relationship in China's Emerging Economy. <i>Strategic Entrepreneurship Journal</i> , 2013, 7, 214-229. | 4.4 | 20 |
| 9 | Institutional Dynamics and Corporate Social Responsibility (CSR) in an Emerging Country Context: Evidence from China. <i>Journal of Business Ethics</i> , 2012, 111, 301-316. | 6.0 | 304 |
| 10 | How Does Entrepreneurial Activity Affect Organizational Performance in China's Private Enterprises?. <i>Chinese Economy</i> , 2007, 40, 24-48. | 2.0 | 9 |