

Jie G Fowler

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1176712/publications.pdf>

Version: 2024-02-01

9
papers

72
citations

1684188

5
h-index

1588992

8
g-index

10
all docs

10
docs citations

10
times ranked

54
citing authors

#	ARTICLE	IF	CITATIONS
1	Information Sources and the Tourism Decision-making Process: An Examination of Generation X and Generation Y Consumers. <i>Global Business Review</i> , 2019, 20, 1372-1392.	3.1	23
2	Analyzing Chinese older people's quality of life through their use of the internet. <i>International Journal of Consumer Studies</i> , 2015, 39, 324-334.	11.6	15
3	The Visual Presentation of Beauty in Transnational Fashion Magazine Advertisements. <i>Journal of Current Issues and Research in Advertising</i> , 2015, 36, 136-156.	4.3	10
4	Marketing to Liminal Consumers. <i>Journal of Macromarketing</i> , 2018, 38, 441-458.	2.6	8
5	Deception in cosmetics advertising: Examining cosmetics advertising claims in fashion magazine ads. <i>Journal of Global Fashion Marketing</i> , 2015, 6, 194-206.	3.7	7
6	The Cultural Meaning Transfer of Fashion Aesthetics. <i>Journal of Current Issues and Research in Advertising</i> , 2017, 38, 107-128.	4.3	4
7	TRANSITIONING FROM FACE-TO-FACE TO ONLINE CLASSES DURING A PANDEMIC: FACTORS THAT MAY AFFECT STUDENT SATISFACTION OF THE ADMINISTRATION AND INSTRUCTORS. <i>Marketing Education Review</i> , 2021, 31, 199-208.	1.3	3
8	Vulnerability or masculinity: Examining "Aesthetic Labor" from male fashion models' perspective. <i>Journal of Global Fashion Marketing</i> , 2016, 7, 252-265.	3.7	2
9	Within Country Migration, Marketization, and Liquid Identity. , 2020, , 221-234.		0