

# Jie G Fowler

## List of Publications by Year in descending order

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

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