

Qing Yang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12016115/publications.pdf>

Version: 2024-02-01

4
papers

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citations

2258059

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2272923

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4
docs citations

4
times ranked

2
citing authors

#	ARTICLE	IF	CITATIONS
1	Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. PLoS ONE, 2022, 17, e0264899.	2.5	21
2	Celebrity Endorsement, Brand Equity, and Green Cosmetics Purchase Intention Among Chinese Youth. Frontiers in Psychology, 2022, 13, 860177.	2.1	10
3	Predicting the Mass Adoption of eDoctor Apps During COVID-19 in China Using Hybrid SEM-Neural Network Analysis. Frontiers in Public Health, 2022, 10, 889410.	2.7	10
4	Predicting the Intention to Pursue Certified Professional Accountancy Qualification Among the Accounting Students. Frontiers in Psychology, 2022, 13, 860204.	2.1	1