

Qing Yang

List of Publications by Year in descending order

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

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4
papers

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2258059

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2272923

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citing authors

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