

# Shasha Wang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/129468/publications.pdf>

Version: 2024-02-01

13  
papers

292  
citations

1684188

5  
h-index

1474206

9  
g-index

13  
all docs

13  
docs citations

13  
times ranked

173  
citing authors

#	ARTICLE	IF	CITATIONS
1	Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. <i>Australasian Marketing Journal</i> , 2020, 28, 160-170.	5.4	167
2	Aesthetic or self-expressiveness? Linking brand logo benefits, brand stereotypes and relationship quality. <i>Journal of Retailing and Consumer Services</i> , 2018, 44, 191-200.	9.4	37
3	How trust leads to online purchase intention founded in perceived usefulness and peer communication. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1297-1312.	4.2	37
4	Exploring current Chinese higher education pedagogic tensions through an activity theory lens. <i>Higher Education</i> , 2019, 77, 831-852.	4.4	13
5	Branded premiums in tourism destination promotion. <i>Tourism Review</i> , 2021, 76, 1001-1012.	6.4	13
6	The influence of self-congruence and relationship quality on student educational involvement. <i>Journal of Marketing for Higher Education</i> , 2023, 33, 40-57.	3.2	7
7	The Role of Personal Values and Personality Traits On Intention to Recommend a Destination. <i>Tourism Analysis</i> , 2021, 26, 349-361.	0.9	7
8	Comparing measures of persuasion knowledge adapted for young children. <i>Psychology and Marketing</i> , 2019, 36, 1196-1214.	8.2	6
9	Brand Display Magnitudes and Young Children's Brand Recognition. <i>Australasian Marketing Journal</i> , 0, , 183933492199887.	5.4	2
10	A cross cultural examination of 'off-price' fashion shopping. <i>International Journal of Retail and Distribution Management</i> , 2022, 50, 1494-1517.	4.7	2
11	Examining the drivers of deviant service adaption in fashion retailing: the role of tenure. <i>Journal of Fashion Marketing and Management</i> , 2021, ahead-of-print, .	2.2	1
12	A FORMATIVE MEASURE OF VERY YOUNG CHILDREN'S PERSUASION KNOWLEDGE. , 2016, , .		0
13	PSYCHOLOGICAL REACTANCE TOWARD FEAR APPEALS IN SOCIAL MARKETING ADVERTGAMES: THE MODERATING ROLE OF TELEPRESENCE. <i>Global Fashion Management Conference</i> , 2019, 2019, 184-185.	0.0	0