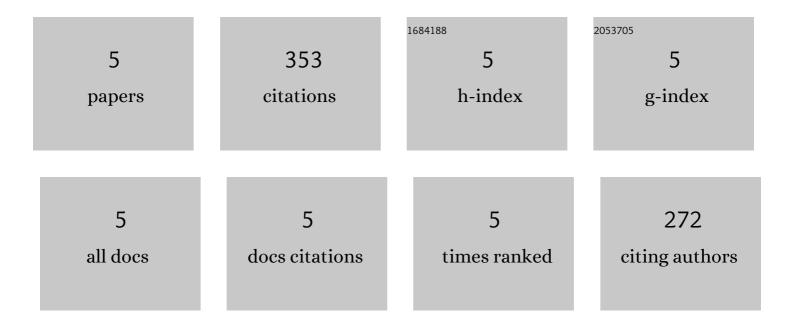
Boying Li

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1377271/publications.pdf Version: 2024-02-01



BOVING LI

#	Article	IF	CITATIONS
1	What influences the purchase of virtual gifts in live streaming in China? A cultural contextâ€sensitive model. Information Systems Journal, 2022, 32, 653-689.	6.9	37
2	Predicting customer demand for remanufactured products: A data-mining approach. European Journal of Operational Research, 2020, 281, 543-558.	5.7	84
3	Factors influencing people's continuous watching intention and consumption intention in live streaming. Internet Research, 2019, 30, 141-163.	4.9	155
4	Understanding and predicting what influence online product sales? A neural network approach. Production Planning and Control, 2017, 28, 964-975.	8.8	37
5	Predicting online e-marketplace sales performances: A big data approach. Computers and Industrial Engineering, 2016, 101, 565-571.	6.3	40