

# Mengwei Zhang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1395795/publications.pdf>

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2  
papers

35  
citations

3311381

1  
h-index

2917675

2  
g-index

2  
all docs

2  
docs citations

2  
times ranked

19  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of brand anthropomorphism, brand distinctiveness, and warmth on brand attitude: A mediated moderation model. <i>Journal of Consumer Behaviour</i> , 2020, 19, 523-536.	4.2	32
2	The more envious the consumer, the more impulsive? The moderating role of self-monitoring and product type. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, ahead-of-print, .	3.2	3