

Ching-Hua Chuan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/167646/publications.pdf>

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5
papers

129
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

109
citing authors

#	ARTICLE	IF	CITATIONS
1	Predicting Advertising Persuasiveness: A Decision Tree Method for Understanding Emotional (In)Congruence of Ad Placement on YouTube. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 200-218.	4.3	6
2	From context to concept: exploring semantic relationships in music with word2vec. <i>Neural Computing and Applications</i> , 2020, 32, 1023-1036.	5.6	25
3	Inspection or Play? A Study of How Augmented Reality Technology Can Be Utilized in Advertising. <i>Journal of Interactive Advertising</i> , 2020, 20, 244-257.	5.3	20
4	Echo chambers and social mediators in public advocacy issue networks. <i>Public Relations Review</i> , 2020, 46, 101882.	3.2	15
5	A Functional Taxonomy of Music Generation Systems. <i>ACM Computing Surveys</i> , 2018, 50, 1-30.	23.0	63