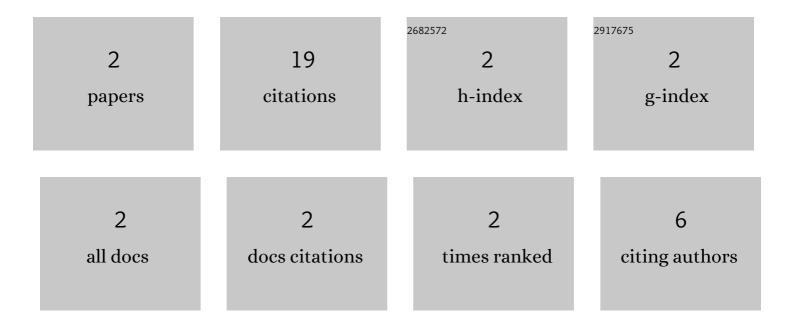
Tianjiao Liu

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1757770/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The effects of uppercase vs. lowercase letters on consumers' perceptions and brand attitudes. Journal of Business Research, 2021, 136, 164-175.	10.2	4
2	The impact of online review variance of new products on consumer adoption intentions. Journal of Business Research, 2021, 136, 209-218.	10.2	15