

Tianjiao Liu

List of Publications by Year in descending order

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2
papers

19
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

6
citing authors

#	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