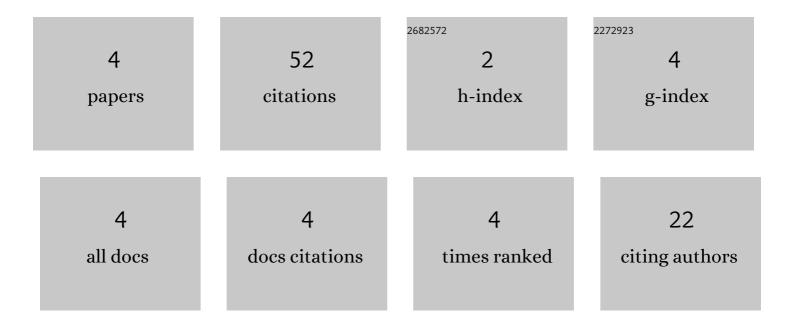
Rang Wang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1810327/publications.pdf Version: 2024-02-01



RANG WANG

#	Article	IF	CITATIONS
1	Understanding podcast users: Consumption motives and behaviors. New Media and Society, 2022, 24, 684-704.	5.0	40
2	Substitutability and complementarity of broadcast radio and music streaming services: The millennial perspective. Mobile Media and Communication, 2020, 8, 209-228.	4.8	7
3	Millennials' Adoption of Radio Station Apps: The Roles of Functionality, Technology, Media, and Brand Factors. Journalism and Mass Communication Quarterly, 2020, , 107769902095211.	2.7	3
4	Demystifying engagement: Chinese advertising practitioners' perspective. International Journal of Market Research, 2020, 62, 314-334.	3.8	2