

# Ming-Hui Huang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1894607/publications.pdf>

Version: 2024-02-01

28  
papers

4,594  
citations

430442

18  
h-index

525886

27  
g-index

28  
all docs

28  
docs citations

28  
times ranked

2371  
citing authors

#	ARTICLE	IF	CITATIONS
1	Artificial Intelligence in Service. <i>Journal of Service Research</i> , 2018, 21, 155-172.	7.8	1,362
2	The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i> , 2014, 33, 206-221.	2.7	353
3	Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , 2021, 24, 30-41.	7.8	353
4	Designing website attributes to induce experiential encounters. <i>Computers in Human Behavior</i> , 2003, 19, 425-442.	5.1	338
5	A strategic framework for artificial intelligence in marketing. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 30-50.	7.2	338
6	Getting Smart. <i>Journal of Service Research</i> , 2017, 20, 29-42.	7.8	241
7	The Feeling Economy: Managing in the Next Generation of Artificial Intelligence (AI). <i>California Management Review</i> , 2019, 61, 43-65.	3.4	235
8	Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 906-924.	7.2	162
9	Sustainability and consumption. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 40-54.	7.2	152
10	Optimizing Service Productivity. <i>Journal of Marketing</i> , 2012, 76, 47-66.	7.0	149
11	Flow, enduring, and situational involvement in the Web environment: A tripartite second-order examination. <i>Psychology and Marketing</i> , 2006, 23, 383-411.	4.6	141
12	The Future of Frontline Research. <i>Journal of Service Research</i> , 2017, 20, 91-99.	7.8	137
13	Service Research Priorities: Managing and Delivering Service in Turbulent Times. <i>Journal of Service Research</i> , 2021, 24, 329-353.	7.8	123
14	A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , 2022, 98, 209-223.	4.0	90
15	IT-Related Service. <i>Journal of Service Research</i> , 2013, 16, 251-258.	7.8	88
16	Web performance scale. <i>Information and Management</i> , 2005, 42, 841-852.	3.6	83
17	Service Research Priorities: Designing Sustainable Service Ecosystems. <i>Journal of Service Research</i> , 2021, 24, 462-479.	7.8	68
18	Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , 2021, 85, 21-43.	7.0	53

#	ARTICLE	IF	CITATIONS
19	The Feeling Economy. , 2021, , .		26
20	Marketing Is from Mars, IT Is from Venus: Aligning the Worldviews for Firm Performance. Decision Sciences, 2013, 44, 87-125.	3.2	18
21	Moving Service Research Forward. Journal of Service Research, 2021, 24, 459-461.	7.8	18
22	Guest Editorial: Business Ethics in the Era of Artificial Intelligence. Journal of Business Ethics, 2022, 178, 867-869.	3.7	18
23	Customer satisfaction underappreciation: The relation of customer satisfaction to CEO compensation. International Journal of Research in Marketing, 2020, 37, 129-150.	2.4	11
24	AI as customer. Journal of Service Management, 2022, 33, 210-220.	4.4	11
25	Unequal Pricing in the Information Economy: Implications for Consumer Welfare. Journal of Business Ethics, 2005, 56, 305-315.	3.7	10
26	Price Mechanism for Knowledge Transfer: An Integrative Theory. Journal of Management Information Systems, 2007, 24, 79-108.	2.1	9
27	Growing the service brand. International Journal of Research in Marketing, 2020, 37, 281-300.	2.4	6
28	Guest editorial: Marketing and e-commerce: A Taiwanese perspective. Psychology and Marketing, 2006, 23, 349-351.	4.6	1