

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 | A Framework for Collaborative Artificial Intelligence in Marketing. <i>Journal of Retailing</i> , 2022, 98, 209-223. | 4.0 | 90 |
| 2 | AI as customer. <i>Journal of Service Management</i> , 2022, 33, 210-220. | 4.4 | 11 |
| 3 | Guest Editorial: Business Ethics in the Era of Artificial Intelligence. <i>Journal of Business Ethics</i> , 2022, 178, 867-869. | 3.7 | 18 |
| 4 | Engaged to a Robot? The Role of AI in Service. <i>Journal of Service Research</i> , 2021, 24, 30-41. | 7.8 | 353 |
| 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 | The Feeling Economy. , 2021, , . | | 26 |
| 7 | Real-Time Brand Reputation Tracking Using Social Media. <i>Journal of Marketing</i> , 2021, 85, 21-43. | 7.0 | 53 |
| 8 | Service Research Priorities: Managing and Delivering Service in Turbulent Times. <i>Journal of Service Research</i> , 2021, 24, 329-353. | 7.8 | 123 |
| 9 | Moving Service Research Forward. <i>Journal of Service Research</i> , 2021, 24, 459-461. | 7.8 | 18 |
| 10 | Service Research Priorities: Designing Sustainable Service Ecosystems. <i>Journal of Service Research</i> , 2021, 24, 462-479. | 7.8 | 68 |
| 11 | Customer satisfaction underappreciation: The relation of customer satisfaction to CEO compensation. <i>International Journal of Research in Marketing</i> , 2020, 37, 129-150. | 2.4 | 11 |
| 12 | Growing the service brand. <i>International Journal of Research in Marketing</i> , 2020, 37, 281-300. | 2.4 | 6 |
| 13 | The Feeling Economy: Managing in the Next Generation of Artificial Intelligence (AI). <i>California Management Review</i> , 2019, 61, 43-65. | 3.4 | 235 |
| 14 | Artificial Intelligence in Service. <i>Journal of Service Research</i> , 2018, 21, 155-172. | 7.8 | 1,362 |
| 15 | Technology-driven service strategy. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 906-924. | 7.2 | 162 |
| 16 | Getting Smart. <i>Journal of Service Research</i> , 2017, 20, 29-42. | 7.8 | 241 |
| 17 | The Future of Frontline Research. <i>Journal of Service Research</i> , 2017, 20, 91-99. | 7.8 | 137 |
| 18 | The Service Revolution and the Transformation of Marketing Science. <i>Marketing Science</i> , 2014, 33, 206-221. | 2.7 | 353 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | IT-Related Service. <i>Journal of Service Research</i> , 2013, 16, 251-258. | 7.8 | 88 |
| 20 | Marketing Is from Mars, IT Is from Venus: Aligning the Worldviews for Firm Performance. <i>Decision Sciences</i> , 2013, 44, 87-125. | 3.2 | 18 |
| 21 | Optimizing Service Productivity. <i>Journal of Marketing</i> , 2012, 76, 47-66. | 7.0 | 149 |
| 22 | Sustainability and consumption. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 40-54. | 7.2 | 152 |
| 23 | Price Mechanism for Knowledge Transfer: An Integrative Theory. <i>Journal of Management Information Systems</i> , 2007, 24, 79-108. | 2.1 | 9 |
| 24 | Guest editorial: Marketing and e-commerce: A Taiwanese perspective. <i>Psychology and Marketing</i> , 2006, 23, 349-351. | 4.6 | 1 |
| 25 | 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 |
| 26 | Web performance scale. <i>Information and Management</i> , 2005, 42, 841-852. | 3.6 | 83 |
| 27 | Unequal Pricing in the Information Economy: Implications for Consumer Welfare. <i>Journal of Business Ethics</i> , 2005, 56, 305-315. | 3.7 | 10 |
| 28 | Designing website attributes to induce experiential encounters. <i>Computers in Human Behavior</i> , 2003, 19, 425-442. | 5.1 | 338 |