

# Geng Cui

## List of Publications by Year in descending order

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62  
papers

2,902  
citations

257429

24  
h-index

197805

49  
g-index

63  
all docs

63  
docs citations

63  
times ranked

2125  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effect of Online Consumer Reviews on New Product Sales. <i>International Journal of Electronic Commerce</i> , 2012, 17, 39-58.	3.0	420
2	Order of Entry and Performance of Multinational Corporations in an Emerging Market: A Contingent Resource Perspective. <i>Journal of International Marketing</i> , 2005, 13, 28-56.	4.4	278
3	Regional market segments of China: opportunities and barriers in a big emerging market. <i>Journal of Consumer Marketing</i> , 2000, 17, 55-72.	2.3	194
4	R&D intensity and international joint venture performance in an emerging market: moderating effects of market focus and ownership structure. <i>Journal of International Business Studies</i> , 2007, 38, 944-960.	7.3	178
5	Measuring intercultural effectiveness: An integrative approach. <i>International Journal of Intercultural Relations</i> , 1992, 16, 311-328.	2.0	154
6	Executive Insights: Emerging Market Segments in a Transitional Economy: A Study of Urban Consumers in China. <i>Journal of International Marketing</i> , 2001, 9, 84-106.	4.4	154
7	M(Art)Worlds: Consumer Perceptions of How Luxury Brand Stores Become Art Institutions. <i>Journal of Retailing</i> , 2014, 90, 347-364.	6.2	141
8	Machine Learning for Direct Marketing Response Models: Bayesian Networks with Evolutionary Programming. <i>Management Science</i> , 2006, 52, 597-612.	4.1	138
9	Testing the construct validity of intercultural effectiveness. <i>International Journal of Intercultural Relations</i> , 1991, 15, 227-240.	2.0	102
10	The signaling effect of management response in engaging customers: A study of the hotel industry. <i>Tourism Management</i> , 2017, 62, 42-53.	9.8	102
11	Manufactured opinions: The effect of manipulating online product reviews. <i>Journal of Business Research</i> , 2018, 87, 24-35.	10.2	95
12	Marketing Strategies in A Multi-Ethnic Environment. <i>Journal of Marketing Theory and Practice</i> , 1997, 5, 122-134.	4.3	65
13	Tailoring management response to negative reviews: The effectiveness of accommodative versus defensive responses. <i>Computers in Human Behavior</i> , 2018, 84, 272-284.	8.5	64
14	Emerging Market Firms' Internationalization: How Do Firms' Inward Activities Affect Their Outward Activities?. <i>Strategic Management Journal</i> , 2017, 38, 2704-2725.	7.3	56
15	Consumer attitudes toward marketing in a transitional economy: a replication and extension. <i>Journal of Consumer Marketing</i> , 2004, 21, 10-26.	2.3	55
16	Marketing to Ethnic Minority Consumers: A Historical Journey (1932-1997). <i>Journal of Macromarketing</i> , 2001, 21, 23-31.	2.6	49
17	Consumers' adoption of new technology products: the role of coping strategies. <i>Journal of Consumer Marketing</i> , 2009, 26, 110-120.	2.3	40
18	Culturally incongruent messages in international advertising. <i>International Journal of Advertising</i> , 2012, 31, 355-376.	6.7	38

#	ARTICLE	IF	CITATIONS
19	Responses of Chinese Consumers to Sex Appeals in International Advertising: A Test of Congruency Theory. <i>Journal of Global Marketing</i> , 2009, 22, 229-245.	3.4	37
20	Marketplace diversity and cost-effective marketing strategies. <i>Journal of Consumer Marketing</i> , 2002, 19, 54-73.	2.3	35
21	Consumer Interests and the Ethical Implications of Marketing: A Contingency Framework. <i>Journal of Consumer Affairs</i> , 2003, 37, 364-387.	2.3	35
22	The evolutionary process of global market expansion: experiences of MNCs in China. <i>Journal of World Business</i> , 1998, 33, 87-110.	7.7	34
23	Culture, cognitive style and consumer response to informational vs. transformational advertising among East Asians: Evidence from the PRC. <i>Asia Pacific Business Review</i> , 2013, 19, 16-31.	2.9	32
24	Implementing Neural Networks for Decision Support in Direct Marketing. <i>International Journal of Market Research</i> , 2004, 46, 235-254.	3.8	28
25	Sorry seems to be the hardest word: consumer reactions to self-attributions by firms apologizing for a brand crisis. <i>Journal of Consumer Marketing</i> , 2016, 33, 281-291.	2.3	27
26	Consumers' Attitudes toward Marketing: A Cross-cultural Study of China and Canada. <i>Journal of International Consumer Marketing</i> , 2008, 20, 81-93.	3.7	26
27	Competition Between Foreign and Domestic Brands: A Study of Consumer Purchases in China. <i>Journal of Global Marketing</i> , 2009, 22, 181-197.	3.4	25
28	Consumer perceptions of online review deceptions: an empirical study in China. <i>Journal of Consumer Marketing</i> , 2016, 33, 269-280.	2.3	24
29	Segmenting China's Consumer Market. <i>Journal of International Consumer Marketing</i> , 1999, 11, 55-76.	3.7	21
30	A multi-facet item response theory approach to improve customer satisfaction using online product ratings. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 960-976.	11.2	21
31	Cross-Cultural Adaptation and Ethnic Communication: Two Structural Equation Models. <i>Howard Journal of Communications</i> , 1998, 9, 69-85.	1.0	20
32	Cost-Sensitive Learning via Priority Sampling to Improve the Return on Marketing and CRM Investment. <i>Journal of Management Information Systems</i> , 2012, 29, 341-374.	4.3	20
33	Online Reviews as a Driver of New Product Sales. , 2010, , .		18
34	Data Mining Using Parallel Multi-objective Evolutionary Algorithms on Graphics Processing Units. <i>Natural Computing Series</i> , 2013, , 287-307.	2.2	17
35	Model selection for direct marketing: performance criteria and validation methods. <i>Marketing Intelligence and Planning</i> , 2008, 26, 275-292.	3.5	16
36	Decomposition of cross-country differences in consumer attitudes toward marketing. <i>Journal of Consumer Marketing</i> , 2012, 29, 214-224.	2.3	14

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37	The Comparative Impact of Critics and Consumers: Applying the Generalisability Theory to Online Movie Ratings. <i>International Journal of Market Research</i> , 2013, 55, 413-436.	3.8	14
38	Targeting High Value Customers While Under Resource Constraint: Partial Order Constrained Optimization with Genetic Algorithm. <i>Journal of Interactive Marketing</i> , 2015, 29, 27-37.	6.2	13
39	The role of explanations and metadiscourse in management responses to anger-reviews versus anxiety-reviews: The mediation of sense-making. <i>International Journal of Hospitality Management</i> , 2020, 89, 102560.	8.8	12
40	Advertising of Alcoholic Beverages in African-American and Women's Magazines: Implications for Health Communication. <i>Howard Journal of Communications</i> , 2000, 11, 279-293.	1.0	11
41	Speaking the same language: the power of words in crowdfunding success and failure. <i>Marketing Letters</i> , 2022, 33, 311-323.	2.9	11
42	Bayesian variable selection for binary response models and direct marketing forecasting. <i>Expert Systems With Applications</i> , 2010, 37, 7656-7662.	7.6	10
43	Data mining using parallel Multi-Objective Evolutionary algorithms on graphics hardware. , 2010, , .		10
44	Consumers' SKU choices in an online supermarket: a latent class approach. <i>Journal of Marketing Management</i> , 2010, 26, 495-514.	2.3	9
45	Integrate Ethnic Diversity into Marketing Education. <i>Marketing Education Review</i> , 1996, 6, 1-7.	1.3	7
46	Individual differences in consumer responses to traditional versus virtual concept testing. <i>Journal of Product and Brand Management</i> , 2012, 21, 167-175.	4.3	6
47	Do the pieces fit? Assessing the configuration effects of promotion attributes. <i>Journal of Business Research</i> , 2020, 109, 337-349.	10.2	6
48	Understanding the rising Chinese consumer: an introduction. <i>Journal of Consumer Behaviour</i> , 2008, 7, 421-423.	4.2	5
49	The importance of being earnest: Mandatory vs. voluntary disclosure of incentives for online product reviews. <i>Journal of Business Research</i> , 2022, 141, 633-645.	10.2	3
50	Constrained Optimization with Genetic Algorithm: Improving Profitability of Targeted Marketing. , 2010, , .		2
51	Selecting ideas for new product development. <i>European Journal of Innovation Management</i> , 2015, 18, 380-396.	4.6	2
52	International Business Research in Asia. , 0, , .		2
53	Data Mining in Marketing Using Bayesian Networks and Evolutionary Programming. <i>Studies in Fuzziness and Soft Computing</i> , 2002, , 198-214.	0.8	1
54	International Business Research in Asia. , 2013, , 1-12.		1

#	ARTICLE	IF	CITATIONS
55	Global Firms Competing Locally: Management Localization and Subsidiary Performance in China. , 2013, , 58-75.		1
56	Cultural Distance, Host Regulatory Quality, and Location Choice: A Hierarchical Analysis of Chinese Multinationals. , 2016, , 65-91.		0
57	Research on Asian Firms: A Review and Look Forward. , 2014, , 1-24.		0
58	A GROUNDED THEORY APPROACH TO EXPLORING THE PHENOMENON OF SELLER MANIPULATIONS OF ONLINE PRODUCT REVIEWS. , 2016, , .		0
59	Global Firms Competing Locally. , 0, , .		0
60	Research on Asian Firms. , 0, , .		0
61	The Internationalization of Emerging Market Multinationals. , 0, , .		0
62	Different Roads to Rome? Patterns of Internationalization in Chinese Firms. , 0, , .		0