

# Geng Cui

## List of Publications by Citations

**Source:** <https://exaly.com/author-pdf/2003659/geng-cui-publications-by-citations.pdf>

**Version:** 2024-04-28

This document has been generated based on the publications and citations recorded by exaly.com. For the latest version of this publication list, visit the link given above.

The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

57  
papers

2,267  
citations

24  
h-index

47  
g-index

63  
ext. papers

2,573  
ext. citations

3.9  
avg, IF

5.28  
L-index

#	Paper	IF	Citations
57	The Effect of Online Consumer Reviews on New Product Sales. <i>International Journal of Electronic Commerce</i> , <b>2012</b> , 17, 39-58	5.4	309
56	Order of Entry and Performance of Multinational Corporations in an Emerging Market: A Contingent Resource Perspective. <i>Journal of International Marketing</i> , <b>2005</b> , 13, 28-56	3.9	255
55	Regional market segments of China: opportunities and barriers in a big emerging market. <i>Journal of Consumer Marketing</i> , <b>2000</b> , 17, 55-72	2	167
54	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> , <b>2007</b> , 38, 944-980	8.5	149
53	Measuring intercultural effectiveness: An integrative approach. <i>International Journal of Intercultural Relations</i> , <b>1992</b> , 16, 311-328	2.3	131
52	Executive Insights: Emerging Market Segments in a Transitional Economy: A Study of Urban Consumers in China. <i>Journal of International Marketing</i> , <b>2001</b> , 9, 84-106	3.9	123
51	M(Art)Worlds: Consumer Perceptions of How Luxury Brand Stores Become Art Institutions. <i>Journal of Retailing</i> , <b>2014</b> , 90, 347-364	6.5	111
50	Machine Learning for Direct Marketing Response Models: Bayesian Networks with Evolutionary Programming. <i>Management Science</i> , <b>2006</b> , 52, 597-612	3.9	109
49	Testing the construct validity of intercultural effectiveness. <i>International Journal of Intercultural Relations</i> , <b>1991</b> , 15, 227-240	2.3	85
48	The signaling effect of management response in engaging customers: A study of the hotel industry. <i>Tourism Management</i> , <b>2017</b> , 62, 42-53	10.8	82
47	Marketing Strategies in A Multi-Ethnic Environment. <i>Journal of Marketing Theory and Practice</i> , <b>1997</b> , 5, 122-134	2.2	54
46	Consumer attitudes toward marketing in a transitional economy: a replication and extension. <i>Journal of Consumer Marketing</i> , <b>2004</b> , 21, 10-26	2	49
45	Manufactured opinions: The effect of manipulating online product reviews. <i>Journal of Business Research</i> , <b>2018</b> , 87, 24-35	8.7	41
44	Marketing to Ethnic Minority Consumers: A Historical Journey (1932-1997). <i>Journal of Macromarketing</i> , <b>2001</b> , 21, 23-31	1.9	41
43	Tailoring management response to negative reviews: The effectiveness of accommodative versus defensive responses. <i>Computers in Human Behavior</i> , <b>2018</b> , 84, 272-284	7.7	39
42	Emerging Market Firms'SInternationalization: How Do Firms'SInward Activities Affect Their Outward Activities??. <i>Strategic Management Journal</i> , <b>2017</b> , 38, 2704-2725	5.2	33
41	Culturally incongruent messages in international advertising. <i>International Journal of Advertising</i> , <b>2012</b> , 31, 355-376	3.6	33

40	Responses of Chinese Consumers to Sex Appeals in International Advertising: A Test of Congruency Theory. <i>Journal of Global Marketing</i> , <b>2009</b> , 22, 229-245	2.4	31
39	Marketplace diversity and cost-effective marketing strategies. <i>Journal of Consumer Marketing</i> , <b>2002</b> , 19, 54-73	2	30
38	Consumer Interests and the Ethical Implications of Marketing: A Contingency Framework. <i>Journal of Consumer Affairs</i> , <b>2003</b> , 37, 364-387	2	29
37	Consumers' Adoption of new technology products: the role of coping strategies. <i>Journal of Consumer Marketing</i> , <b>2009</b> , 26, 110-120	2	28
36	Culture, cognitive style and consumer response to informational vs. transformational advertising among East Asians: Evidence from the PRC. <i>Asia Pacific Business Review</i> , <b>2013</b> , 19, 16-31	1.2	26
35	The evolutionary process of global market expansion: experiences of MNCs in China. <i>Journal of World Business</i> , <b>1998</b> , 33, 87-110	6.1	26
34	Consumers' Attitudes toward Marketing: A Cross-cultural Study of China and Canada. <i>Journal of International Consumer Marketing</i> , <b>2008</b> , 20, 81-93	2.1	25
33	Implementing Neural Networks for Decision Support in Direct Marketing. <i>International Journal of Market Research</i> , <b>2004</b> , 46, 235-254	1.7	24
32	Segmenting China's Consumer Market. <i>Journal of International Consumer Marketing</i> , <b>1999</b> , 11, 55-76	2.1	20
31	Competition Between Foreign and Domestic Brands: A Study of Consumer Purchases in China. <i>Journal of Global Marketing</i> , <b>2009</b> , 22, 181-197	2.4	16
30	Cost-Sensitive Learning via Priority Sampling to Improve the Return on Marketing and CRM Investment. <i>Journal of Management Information Systems</i> , <b>2012</b> , 29, 341-374	5.3	16
29	Data Mining Using Parallel Multi-objective Evolutionary Algorithms on Graphics Processing Units. <i>Natural Computing Series</i> , <b>2013</b> , 287-307	2.5	16
28	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> , <b>2016</b> , 33, 281-291	2	15
27	Cross-Cultural Adaptation and Ethnic Communication: Two Structural Equation Models. <i>Howard Journal of Communications</i> , <b>1998</b> , 9, 69-85	0.9	14
26	Consumer perceptions of online review deceptions: an empirical study in China. <i>Journal of Consumer Marketing</i> , <b>2016</b> , 33, 269-280	2	14
25	Targeting High Value Customers While Under Resource Constraint: Partial Order Constrained Optimization with Genetic Algorithm. <i>Journal of Interactive Marketing</i> , <b>2015</b> , 29, 27-37	9.8	13
24	Decomposition of cross-country differences in consumer attitudes toward marketing. <i>Journal of Consumer Marketing</i> , <b>2012</b> , 29, 214-224	2	13
23	Online Reviews as a Driver of New Product Sales <b>2010</b> ,		11

22	Model selection for direct marketing: performance criteria and validation methods. <i>Marketing Intelligence and Planning</i> , <b>2008</b> , 26, 275-292	3.2	10
21	A multi-facet item response theory approach to improve customer satisfaction using online product ratings. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 960-976	12.4	9
20	The Comparative Impact of Critics and Consumers: Applying the Generalisability Theory to Online Movie Ratings. <i>International Journal of Market Research</i> , <b>2013</b> , 55, 413-436	1.7	9
19	Advertising of Alcoholic Beverages in African-American and Women's Magazines: Implications for Health Communication. <i>Howard Journal of Communications</i> , <b>2000</b> , 11, 279-293	0.9	9
18	Consumers' SKU choices in an online supermarket: a latent class approach. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 495-514	3.2	8
17	Bayesian variable selection for binary response models and direct marketing forecasting. <i>Expert Systems With Applications</i> , <b>2010</b> , 37, 7656-7662	7.8	8
16	Integrate Ethnic Diversity into Marketing Education. <i>Marketing Education Review</i> , <b>1996</b> , 6, 1-7	0.8	6
15	Individual differences in consumer responses to traditional versus virtual concept testing. <i>Journal of Product and Brand Management</i> , <b>2012</b> , 21, 167-175	4.3	5
14	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> , <b>2020</b> , 89, 102560	8.3	4
13	Do the pieces fit? Assessing the configuration effects of promotion attributes. <i>Journal of Business Research</i> , <b>2020</b> , 109, 337-349	8.7	4
12	Data mining using parallel Multi-Objective Evolutionary algorithms on graphics hardware <b>2010</b> ,		3
11	Understanding the rising Chinese consumer: an introduction. <i>Journal of Consumer Behaviour</i> , <b>2008</b> , 7, 421-423	3	3
10	Selecting ideas for new product development. <i>European Journal of Innovation Management</i> , <b>2015</b> , 18, 380-396	4.2	2
9	International Business Research in Asia		2
8	Constrained Optimization with Genetic Algorithm: Improving Profitability of Targeted Marketing <b>2010</b> ,		1
7	The importance of being earnest: Mandatory vs. voluntary disclosure of incentives for online product reviews. <i>Journal of Business Research</i> , <b>2021</b> , 141, 633-633	8.7	1
6	Data Mining in Marketing Using Bayesian Networks and Evolutionary Programming. <i>Studies in Fuzziness and Soft Computing</i> , <b>2002</b> , 198-214	0.7	1
5	International Business Research in Asia <b>2013</b> , 1-12		1

- 4 Global Firms Competing Locally: Management Localization and Subsidiary Performance in China **2013**, 58-75 1
- 3 Speaking the same language: the power of words in crowdfunding success and failure. *Marketing Letters*,1 2,3 0
- 2 Cultural Distance, Host Regulatory Quality, and Location Choice: A Hierarchical Analysis of Chinese Multinationals **2016**, 65-91
- 1 Research on Asian Firms: A Review and Look Forward **2014**, 1-24