

Yi Xuan Ong

List of Publications by Year in descending order

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3
papers

35
citations

2682572

2
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2917675

2
g-index

3
all docs

3
docs citations

3
times ranked

19
citing authors

#	ARTICLE	IF	CITATIONS
1	“œI Want to Go There Too!”Evaluating Social Media Influencer Marketing Effectiveness: A Case Study of Hokkaido’s DMO. , 2019, , 132-144.		22
2	How trust in a destination's risk regulation navigates outbound travel constraints on revisit intention post-COVID-19: Segmenting insights from experienced Chinese tourists to Japan. Journal of Destination Marketing & Management, 2022, 25, 100711.	5.3	9
3	Risk and destination perceptions of Wuhan, China since the COVID-19 pandemic. Anatolia, 2023, 34, 248-262.	2.4	4