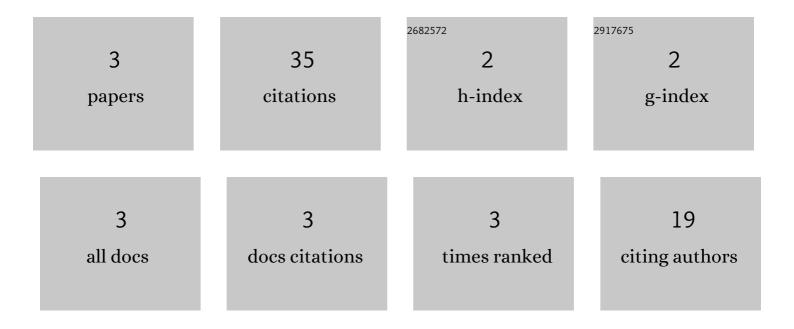
Yi Xuan Ong

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2155128/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	"l 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