

Bing Han

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2244483/publications.pdf>

Version: 2024-02-01

5
papers

61
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

26
citing authors

#	ARTICLE	IF	CITATIONS
1	To Collaborate or Serve? Effects of Anthropomorphized Brand Roles and Implicit Theories on Consumer Responses. <i>Cornell Hospitality Quarterly</i> , 2020, 61, 53-67.	3.8	17
2	How does (im)balanced acceptance of robots between customers and frontline employees affect hotelsâ€™ service quality?. <i>Computers in Human Behavior</i> , 2022, 133, 107287.	8.5	16
3	How AI chatbots have reshaped the frontline interface in China: examining the role of salesâ€™ service ambidexterity and the personalizationâ€™ privacy paradox. <i>International Journal of Emerging Markets</i> , 2022, 17, 967-986.	2.2	11
4	Up-Down versus Left-Right: The Effect of Writing Direction Change in East Asia on Consumersâ€™ Perceptions and Advertising. <i>Journal of Advertising</i> , 2019, 48, 437-456.	6.6	10
5	How Does Leaderâ€™Follower Fit or Misfit in Communication Style Matter for Work Outcomes?. <i>Social Behavior and Personality</i> , 2018, 46, 1083-1100.	0.6	7