

# Kineta H Hung

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2374041/publications.pdf>

Version: 2024-02-01

21  
papers

2,099  
citations

623734

14  
h-index

713466

21  
g-index

21  
all docs

21  
docs citations

21  
times ranked

1332  
citing authors

#	ARTICLE	IF	CITATIONS
1	When Does <i>Guanxi</i> Matter? Issues of Capitalization and Its Dark Sides. <i>Journal of Marketing</i> , 2008, 72, 12-28.	11.3	512
2	When Does <i>Guanxi</i> Matter? Issues of Capitalization and Its Dark Sides. <i>Journal of Marketing</i> , 2008, 72, 12-28.	11.3	327
3	The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes. <i>Journal of Advertising Research</i> , 2007, 47, 485-495.	2.1	277
4	A social institutional approach to identifying generation cohorts in China with a comparison with American consumers. <i>Journal of International Business Studies</i> , 2007, 38, 836-853.	7.3	128
5	Assessing Celebrity Endorsement Effects in China. <i>Journal of Advertising Research</i> , 2011, 51, 608-623.	2.1	124
6	Multiple reference effects in service evaluations: Roles of alternative attractiveness and self-image congruity. <i>Journal of Retailing</i> , 2007, 83, 147-157.	6.2	121
7	Why Celebrity Sells: A Dual Entertainment Path Model of Brand Endorsement. <i>Journal of Advertising</i> , 2014, 43, 155-166.	6.6	106
8	Glocal understandings: female readers'™ perceptions of the new woman in Chinese advertising. <i>Journal of International Business Studies</i> , 2007, 38, 1034-1051.	7.3	103
9	Narrative Music in Congruent and Incongruent TV Advertising. <i>Journal of Advertising</i> , 2000, 29, 25-34.	6.6	102
10	Interpersonal Trust and Platform Credibility in a Chinese Multibrand Online Community. <i>Journal of Advertising</i> , 2011, 40, 99-112.	6.6	99
11	Framing Meaning Perceptions with Music: The Case of Teaser Ads. <i>Journal of Advertising</i> , 2001, 30, 39-49.	6.6	60
12	Images of the Contemporary Woman in Advertising in China. <i>Journal of International Consumer Marketing</i> , 2006, 19, 7-28.	3.7	38
13	Effective Distributor Governance in Emerging Markets: The Salience of Distributor Role, Relationship Stages, and Market Uncertainty. <i>Journal of International Marketing</i> , 2010, 18, 1-17.	4.4	27
14	IMPROVING MEDIA DECISIONS IN CHINA: A Targetability and Cost-Benefit Analysis. <i>Journal of Advertising</i> , 2005, 34, 49-63.	6.6	22
15	The Effect of Natural Celebrity™ Brand Association and Para-Social Interaction in Advertising Endorsement for Sustainable Marketing. <i>Sustainability</i> , 2020, 12, 6215.	3.2	13
16	An Assessment of Methodological Development in Cross-Cultural Advertising Research. <i>Journal of International Consumer Marketing</i> , 2002, 14, 153-192.	3.7	12
17	Celebrity and Influencer in a Fan Economy. <i>Advances in Religious and Cultural Studies</i> , 2020, , 323-340.	0.2	9
18	E-Commerce Influencers in China: Dual-Route Model on Likes, Shares, and Sales. <i>Journal of Advertising</i> , 2022, 51, 486-501.	6.6	9

#	ARTICLE	IF	CITATIONS
19	Celebrity Fans in China. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 104-126.	0.8	5
20	Diversity of Fans on Social Media. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2018, , 163-184.	0.8	3
21	Gaining legitimacy and host market acceptance: a CRM analysis for foreign subsidiaries in China. <i>International Marketing Review</i> , 2023, 40, 80-101.	3.6	2