

Jian-Ren Hou

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2389051/publications.pdf>

Version: 2024-02-01

3
papers

16
citations

2682572

2
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2550090

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g-index

3
all docs

3
docs citations

3
times ranked

8
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of anchoring on backers' pledge in reward-based crowdfunding: evidence from Taiwanese market. <i>Internet Research</i> , 2020, 31, 635-653.	4.9	9
2	The advertising communication effectiveness of using netizen language code-switching in Facebook ads. <i>Internet Research</i> , 2021, 31, 1940-1962.	4.9	4
3	More than feelings? How Facebook reaction icons affect online users' behavioral intentions toward online health rumor posts. <i>Internet Research</i> , 2022, 32, 1978-2002.	4.9	3