

Yan Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2610503/publications.pdf>

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3
papers

243
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

195
citing authors

#	ARTICLE	IF	CITATIONS
1	Hiding Gifts Behind the Veil of Vouchers: On the Effect of Gift Vouchers Versus Direct Gifts in Conditional Promotions. <i>Journal of Marketing Research</i> , 2020, 57, 739-754.	4.8	10
2	Exaggerated, mispredicted, and misplaced: When "it's the thought that counts" in gift exchanges.. <i>Journal of Experimental Psychology: General</i> , 2012, 141, 667-681.	2.1	76
3	Medium Maximization. <i>Journal of Consumer Research</i> , 2003, 30, 1-14.	5.1	157