Ngai Sing Bik, Cindy Sb Ngai, Cindy Ngai

List of Publications by Year
in descending order

32 papers	297 citations	1039880 9 h-index	996849 15 g-index
37 all docs	37 docs citations	37 times ranked	252 citing authors

#	Article	IF	Citations
1	Grappling With the COVID-19 Health Crisis: Content Analysis of Communication Strategies and Their Effects on Public Engagement on Social Media. Journal of Medical Internet Research, 2020, 22, e21360.	2.1	57
2	Doing More on the Corporate Sustainability Front: A Longitudinal Analysis of CSR Reporting of Global Fashion Companies. Sustainability, 2020, 12, 2477.	1.6	25
3	Impact of COVID-19 Vaccine Misinformation on Social Media Virality: Content Analysis of Message Themes and Writing Strategies. Journal of Medical Internet Research, 2022, 24, e37806.	2.1	25
4	Communication With Stakeholders Through Corporate Web Sites. Journal of Business and Technical Communication, 2014, 28, 352-394.	1.4	24
5	The Effectiveness of Crisis Communication Strategies on Sina Weibo in Relation to Chinese Publics' Acceptance of These Strategies. Journal of Business and Technical Communication, 2016, 30, 451-494.	1.4	23
6	A discourse analysis of the macro-structure, metadiscoursal and microdiscoursal features in the abstracts of research articles across multiple science disciplines. PLoS ONE, 2018, 13, e0205417.	1.1	14
7	An exploratory study on content and style as driving factors facilitating dialogic communication between corporations and publics on social media in China. Public Relations Review, 2020, 46, 101813.	1.9	14
8	Changing trends of corporate social responsibility reporting in the world-leading airlines. PLoS ONE, 2020, 15, e0234258.	1.1	14
9	Operationalizing genuineness in CSR communication for public engagement on social media. Public Relations Review, 2021, 47, 102122.	1.9	11
10	How IKEA turned a crisis into an opportunity. Public Relations Review, 2017, 43, 246-248.	1.9	9
11	Using Dialectics to Build Leader-Stakeholder Relationships: An Exploratory Study on Relational Dialectics in Chinese Corporate Leaders' Web-Based Messages. International Journal of Business Communication, 2018, 55, 3-29.	1.4	9
12	Innovating an integrated approach to collaborative eLearning practices in higher education: the case study of a corporate communication e-platform. Studies in Higher Education, 2019, 44, 1990-2010.	2.9	9
13	Transforming into the new era: public relations industry in Hong Kong and China. Public Relations Review, 2013, 39, 575-577.	1.9	8
14	Move structure and communication style of leaders' messages in corporate discourse: A cross-cultural perspective. Discourse and Communication, 2017, 11, 276-295.	1.0	8
15	Exploring the Relationship Between Trust-Building Strategies and Public Engagement on Social Media During the COVID-19 Outbreak. Health Communication, 2023, 38, 2141-2157.	1.8	8
16	Exploring drivers for public engagement in social media communication with medical social influencers in China. PLoS ONE, 2020, 15, e0240303.	1.1	7
17	A comparative study of the linguistic manifestations of intertextuality in corporate leaders' messages of global corporations in the US and China. English for Specific Purposes, 2020, 60, 65-84.	1.2	5
18	Relationship between persuasive metadiscoursal devices in research article abstracts and their attention on social media. PLoS ONE, 2020, 15, e0231305.	1.1	5

#	Article	IF	Citations
19	A comparative analysis of the U.S. and China's mainstream news media framing of coping strategies and emotions in the reporting of COVID-19 outbreak on social media. Discourse and Communication, 2022, 16, 572-597.	1.0	4
20	Translating eroticism in traditional Chinese drama: Three English versions of *The Peony Pavilion*. Babel, 2012, 58, 73-94.	0.3	3
21	Research Note: A Discursive Analysis of Crisis Response Strategies in CEO Apologies—Drawing on Linguistic Insights from the Appraisal Framework. Management Communication Quarterly, 0, , 089331892110120.	1.0	3
22	The Importance of Genuineness in Public Engagement—An Exploratory Study of Pediatric Communication on Social Media in China. International Journal of Environmental Research and Public Health, 2020, 17, 7078.	1.2	2
23	Engaging social media users with attitudinal messages during health crisis communication. Lingua, 2022, 268, 103199.	0.4	2
24	Representations of the dead and the afterlife in translations of Mudan Ting, a masterpiece in Chinese Kunqu theatre. Babel, 2016, 62, 191-210.	0.3	1
25	Reading beyond the lines: themes and cultural values in corporate leaders' communication. Journal of Communication Management, 2018, 22, 212-232.	1.4	1
26	The Development of the Corporate Communication Profession in Hong Kong. , 2015, , 3-25.		1
27	Cultivating Confucius' Ren in Hong Kong Higher Education. , 2019, , 177-196.		1
28	The voice of the translator. Benjamins Translation Library, 2020, , 159-173.	0.3	0
29	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
30	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
31	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
32	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0