

# Ngai Sing Bik, Cindy Sb Ngai, Cindy Nga

## List of Publications by Year in descending order

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Version: 2024-02-01

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	Exploring the Relationship Between Trust-Building Strategies and Public Engagement on Social Media During the COVID-19 Outbreak. <i>Health Communication</i> , 2023, 38, 2141-2157.	1.8	8
2	Engaging social media users with attitudinal messages during health crisis communication. <i>Lingua</i> , 2022, 268, 103199.	0.4	2
3	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. <i>Discourse and Communication</i> , 2022, 16, 572-597.	1.0	4
4	Impact of COVID-19 Vaccine Misinformation on Social Media Virality: Content Analysis of Message Themes and Writing Strategies. <i>Journal of Medical Internet Research</i> , 2022, 24, e37806.	2.1	25
5	Operationalizing genuineness in CSR communication for public engagement on social media. <i>Public Relations Review</i> , 2021, 47, 102122.	1.9	11
6	An exploratory study on content and style as driving factors facilitating dialogic communication between corporations and publics on social media in China. <i>Public Relations Review</i> , 2020, 46, 101813.	1.9	14
7	A comparative study of the linguistic manifestations of intertextuality in corporate leaders' messages of global corporations in the US and China. <i>English for Specific Purposes</i> , 2020, 60, 65-84.	1.2	5
8	The Importance of Genuineness in Public Engagement—An Exploratory Study of Pediatric Communication on Social Media in China. <i>International Journal of Environmental Research and Public Health</i> , 2020, 17, 7078.	1.2	2
9	Changing trends of corporate social responsibility reporting in the world-leading airlines. <i>PLoS ONE</i> , 2020, 15, e0234258.	1.1	14
10	Doing More on the Corporate Sustainability Front: A Longitudinal Analysis of CSR Reporting of Global Fashion Companies. <i>Sustainability</i> , 2020, 12, 2477.	1.6	25
11	Relationship between persuasive metadiscourse devices in research article abstracts and their attention on social media. <i>PLoS ONE</i> , 2020, 15, e0231305.	1.1	5
12	Exploring drivers for public engagement in social media communication with medical social influencers in China. <i>PLoS ONE</i> , 2020, 15, e0240303.	1.1	7
13	Grappling With the COVID-19 Health Crisis: Content Analysis of Communication Strategies and Their Effects on Public Engagement on Social Media. <i>Journal of Medical Internet Research</i> , 2020, 22, e21360.	2.1	57
14	The voice of the translator. <i>Benjamins Translation Library</i> , 2020, , 159-173.	0.3	0
15	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
16	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
17	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0
18	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		0

#	ARTICLE	IF	CITATIONS
19	Innovating an integrated approach to collaborative eLearning practices in higher education: the case study of a corporate communication e-platform. <i>Studies in Higher Education</i> , 2019, 44, 1990-2010.	2.9	9
20	Cultivating Confucius's Ren in Hong Kong Higher Education. , 2019, , 177-196.		1
21	Reading beyond the lines: themes and cultural values in corporate leaders' communication. <i>Journal of Communication Management</i> , 2018, 22, 212-232.	1.4	1
22	Using Dialectics to Build Leader-Stakeholder Relationships: An Exploratory Study on Relational Dialectics in Chinese Corporate Leaders' Web-Based Messages. <i>International Journal of Business Communication</i> , 2018, 55, 3-29.	1.4	9
23	A discourse analysis of the macro-structure, metadiscoursal and microdiscoursal features in the abstracts of research articles across multiple science disciplines. <i>PLoS ONE</i> , 2018, 13, e0205417.	1.1	14
24	Move structure and communication style of leaders' messages in corporate discourse: A cross-cultural perspective. <i>Discourse and Communication</i> , 2017, 11, 276-295.	1.0	8
25	How IKEA turned a crisis into an opportunity. <i>Public Relations Review</i> , 2017, 43, 246-248.	1.9	9
26	Representations of the dead and the afterlife in translations of Mudan Ting, a masterpiece in Chinese Kunqu theatre. <i>Babel</i> , 2016, 62, 191-210.	0.3	1
27	The Effectiveness of Crisis Communication Strategies on Sina Weibo in Relation to Chinese Publics' Acceptance of These Strategies. <i>Journal of Business and Technical Communication</i> , 2016, 30, 451-494.	1.4	23
28	The Development of the Corporate Communication Profession in Hong Kong. , 2015, , 3-25.		1
29	Communication With Stakeholders Through Corporate Web Sites. <i>Journal of Business and Technical Communication</i> , 2014, 28, 352-394.	1.4	24
30	Transforming into the new era: public relations industry in Hong Kong and China. <i>Public Relations Review</i> , 2013, 39, 575-577.	1.9	8
31	Translating eroticism in traditional Chinese drama: Three English versions of <i>The Peony Pavilion</i> . <i>Babel</i> , 2012, 58, 73-94.	0.3	3
32	Research Note: A Discursive Analysis of Crisis Response Strategies in CEO Apologies—Drawing on Linguistic Insights from the Appraisal Framework. <i>Management Communication Quarterly</i> , 0, , 089331892110120.	1.0	3