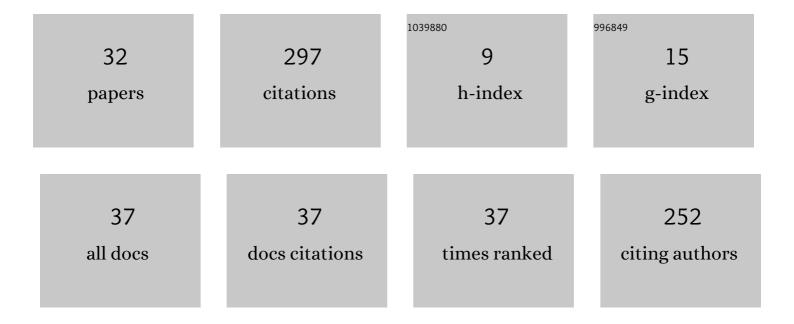
## Ngai Sing Bik, Cindy Sb Ngai, Cindy Nga

List of Publications by Year in descending order

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## NGAI SING BIK, CINDY SB NGAI, CINDY NGAL CINDY SING-BIK

#	Article	IF	CITATIONS
1	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
2	Engaging social media users with attitudinal messages during health crisis communication. Lingua, 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. Discourse and Communication, 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. Journal of Medical Internet Research, 2022, 24, e37806.	2.1	25
5	Operationalizing genuineness in CSR communication for public engagement on social media. Public Relations Review, 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. Public Relations Review, 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. English for Specific Purposes, 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. International Journal of Environmental Research and Public Health, 2020, 17, 7078.	1.2	2
9	Changing trends of corporate social responsibility reporting in the world-leading airlines. PLoS ONE, 2020, 15, e0234258.	1.1	14
10	Doing More on the Corporate Sustainability Front: A Longitudinal Analysis of CSR Reporting of Global Fashion Companies. Sustainability, 2020, 12, 2477.	1.6	25
11	Relationship between persuasive metadiscoursal devices in research article abstracts and their attention on social media. PLoS ONE, 2020, 15, e0231305.	1.1	5
12	Exploring drivers for public engagement in social media communication with medical social influencers in China. PLoS ONE, 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. Journal of Medical Internet Research, 2020, 22, e21360.	2.1	57
14	The voice of the translator. Benjamins Translation Library, 2020, , 159-173.	0.3	0
15	Changing trends of corporate social responsibility reporting in the world-leading airlines. , 2020, 15, e0234258.		Ο
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. Studies in Higher Education, 2019, 44, 1990-2010.	2.9	9
20	Cultivating Confucius' Ren in Hong Kong Higher Education. , 2019, , 177-196.		1
21	Reading beyond the lines: themes and cultural values in corporate leaders' communication. Journal of Communication Management, 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. International Journal of Business Communication, 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. PLoS ONE, 2018, 13, e0205417.	1.1	14
24	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
25	How IKEA turned a crisis into an opportunity. Public Relations Review, 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. Babel, 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. Journal of Business and Technical Communication, 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. Journal of Business and Technical Communication, 2014, 28, 352-394.	1.4	24
30	Transforming into the new era: public relations industry in Hong Kong and China. Public Relations Review, 2013, 39, 575-577.	1.9	8
31	Translating eroticism in traditional Chinese drama: Three English versions of <i>The Peony Pavilion</i> . Babel, 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. Management Communication Quarterly, 0, , 089331892110120.	1.0	3