

# Sha Zhang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3001768/publications.pdf>

Version: 2024-02-01

6  
papers

186  
citations

1937685

4  
h-index

2053705

5  
g-index

6  
all docs

6  
docs citations

6  
times ranked

177  
citing authors

#	ARTICLE	IF	CITATIONS
1	Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures?. <i>International Business Review</i> , 2014, 23, 284-292.	4.8	122
2	The Impact of Adding Online-to-Offline Service Platform Channels on Firms' Offline and Total Sales and Profits. <i>Journal of Interactive Marketing</i> , 2019, 47, 115-128.	6.2	45
3	The effectiveness of random discounts for migrating customers to the mobile channel. <i>Journal of Business Research</i> , 2020, 110, 272-281.	10.2	10
4	Changing consumer markets and marketing in China. <i>International Journal of Business and Emerging Markets</i> , 2012, 4, 328.	0.1	7
5	Determinants and Cross-National Moderators of Wearable Health Tracker Adoption: A Meta-Analysis. <i>Sustainability</i> , 2021, 13, 13328.	3.2	2
6	Face Concerns and Purchase Intentions: A Cross-Cultural Perspective. , 2018, , 213-249.		0