

Sha Zhang

List of Publications by Year in descending order

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

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