

Kim-Shyan Fam

List of Publications by Year in descending order

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65
papers

1,778
citations

279798

23
h-index

289244

40
g-index

68
all docs

68
docs citations

68
times ranked

1369
citing authors

#	ARTICLE	IF	CITATIONS
1	Dealing with Institutional Distances in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency. <i>Journal of Marketing</i> , 2012, 76, 41-55.	11.3	233
2	Branding universities in Asian markets. <i>Journal of Product and Brand Management</i> , 2003, 12, 108-120.	4.3	158
3	Advertising of controversial products:a cross-cultural study. <i>Journal of Consumer Marketing</i> , 2005, 22, 6-13.	2.3	112
4	Trust and the online relationship—an exploratory study from New Zealand. <i>Tourism Management</i> , 2004, 25, 195-207.	9.8	102
5	Attitudes towards offensive advertising: Malaysian Muslims' views. <i>Journal of Islamic Marketing</i> , 2010, 1, 25-36.	3.5	86
6	Ethnic food consumption intention at the touring destination: The national and regional perspectives using multi-group analysis. <i>Tourism Management</i> , 2019, 71, 518-529.	9.8	79
7	The influence of religion on Islamic mobile phone banking services adoption. <i>Journal of Islamic Marketing</i> , 2012, 3, 81-98.	3.5	73
8	Advertising Controversial Products in the Asia Pacific: What Makes Them Offensive?. <i>Journal of Business Ethics</i> , 2003, 48, 237-250.	6.0	62
9	Exploring a consumption value model for Islamic mobile banking adoption. <i>Journal of Islamic Marketing</i> , 2014, 5, 344-365.	3.5	56
10	The role of renqing in mediating customer relationship investment and relationship commitment in China. <i>Industrial Marketing Management</i> , 2011, 40, 496-502.	6.7	49
11	Cultural values and effective executional techniques in advertising. <i>International Marketing Review</i> , 2007, 24, 519-538.	3.6	43
12	Business marketing in BRIC countries. <i>Industrial Marketing Management</i> , 2011, 40, 5-7.	6.7	43
13	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009, 88, 393-397.	6.0	42
14	Small business industrial buyers' price sensitivity: Do service quality dimensions matter in business markets?. <i>Industrial Marketing Management</i> , 2011, 40, 395-404.	6.7	41
15	Controversial product advertising in China: perceptions of three generational cohorts. <i>Journal of Consumer Behaviour</i> , 2008, 7, 461-469.	4.2	37
16	Chinese "Little Emperor", cultural values and preferred communication sources for university choice. <i>Young Consumers</i> , 2009, 10, 120-132.	3.5	34
17	Segmenting young-adult consumers in East Asia and Central and Eastern Europe – The role of consumer ethnocentrism and decision-making styles. <i>Journal of Business Research</i> , 2020, 108, 496-507.	10.2	32
18	Muslim religiosity and purchase intention of different categories of Islamic financial products. <i>Journal of Financial Services Marketing</i> , 2016, 21, 141-152.	3.4	31

#	ARTICLE	IF	CITATIONS
19	Addressing the Advertising of Controversial Products in China: An Empirical Approach. <i>Journal of Business Ethics</i> , 2009, 88, 43-58.	6.0	29
20	Consumer attitude towards sales promotion techniques: a multi-country study. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 437-463.	3.2	28
21	Primary influences of environmental uncertainty on promotions budget allocation and performance: A cross-country study of retail advertisers. <i>Journal of Business Research</i> , 2006, 59, 259-267.	10.2	26
22	Advancing research on computer game consumption: A future research agenda. <i>Journal of Consumer Behaviour</i> , 2015, 14, 353-356.	4.2	25
23	Agencyâ€œClient Relationship Factors Across Life-Cycle Stages. <i>Journal of Relationship Marketing</i> , 2008, 7, 217-236.	4.4	24
24	Attributes of Likeable Television Commercials in Asia. <i>Journal of Advertising Research</i> , 2008, 48, 418-432.	2.1	24
25	When are influentials equally influenceable? The strength of strong ties in new product adoption. <i>Journal of Business Research</i> , 2018, 82, 160-170.	10.2	24
26	Publishing success of marketing academics: antecedents and outcomes. <i>European Journal of Marketing</i> , 2015, 49, 123-145.	2.9	19
27	Interpersonal Relationship, Service Quality, Seller Expertise: How Important Are They to Adolescent Consumers?. <i>Psychology and Marketing</i> , 2012, 29, 365-377.	8.2	18
28	Applying transaction utility theory to sales promotion â€œ the impact of culture on consumer satisfaction. <i>International Review of Retail, Distribution and Consumer Research</i> , 2014, 24, 166-185.	2.0	18
29	Does it matter where to run? Intention to participate in destination marathon. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 32, 1475-1494.	3.2	18
30	Identifying likeable attributes: a qualitative study of television advertisements in Asia. <i>Qualitative Market Research</i> , 2006, 9, 38-50.	1.5	17
31	Inâ€œstore marketing: a strategic perspective. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2011, 23, 165-176.	3.2	17
32	Ad likeability and brand recall in Asia: A cross-cultural study. <i>Journal of Brand Management</i> , 2004, 12, 93-104.	3.5	16
33	Touring destination and intention to consume indigenous food. <i>British Food Journal</i> , 2019, 122, 1883-1896.	2.9	15
34	Beliefs about advertising in China: empirical evidence from Hong Kong and Shanghai consumers. <i>Journal of Consumer Marketing</i> , 2010, 27, 594-603.	2.3	13
35	How to save the wounded self: Power distance belief's moderation of selfâ€œidentity threat and statusâ€œrelated consumption. <i>Journal of Consumer Behaviour</i> , 2020, 19, 3-12.	4.2	12
36	Food consumption and marketing: turning toward Asia. <i>Journal of Consumer Marketing</i> , 2015, 32, 501-504.	2.3	11

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37	An Examination of Sales Promotion Programs in Hong Kong: What the Retailers Offer and What the Consumers Prefer. <i>Journal of Promotion Management</i> , 2010, 16, 467-479.	3.4	10
38	Muslim religiosity, generational cohorts and buying behaviour of Islamic financial products. <i>Australian Journal of Management</i> , 2017, 42, 482-501.	2.2	10
39	Advertising dislikeability in Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, 144-161.	3.2	8
40	Attracting New Clients. <i>Journal of Promotion Management</i> , 2000, 5, 85-99.	3.4	7
41	Consumers' Views of <i>F</i> <i>S</i> <i>hui</i> : Antecedents and Behavioral Consequences. <i>Psychology and Marketing</i> , 2012, 29, 488-501.	8.2	7
42	Priming Attitudes toward Feng Shui. <i>Asian Journal of Business Research</i> , 2012, 2, .	0.8	7
43	Impact of cultural values on young consumers' choice of international tertiary education. <i>Asia-Pacific Journal of Business Administration</i> , 2009, 1, 54-67.	2.7	6
44	Researching Asian consumer culture in the global marketplace. <i>Qualitative Market Research</i> , 2015, 18, 386-390.	1.5	6
45	Determinants of shoe retailers' perceptions of promotion tools. <i>Journal of Retailing and Consumer Services</i> , 1996, 3, 155-162.	9.4	5
46	Perceptions of Offensive Advertising Elements: A China-U.S. Comparison. <i>Journal of East-West Business</i> , 2008, 14, 325-343.	0.7	5
47	Like it or not: differences in advertising likeability and dislikeability within Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2012, 24, 23-40.	3.2	5
48	Word-of-Mouse in China: In-Depth Interviews. <i>Asian Journal of Business Research</i> , 2014, 4, .	0.8	5
49	Reducing Offensiveness of STD Prevention Advertisements in China. <i>Social Work in Public Health</i> , 2011, 26, 621-634.	1.4	4
50	Chinese Cultural Values and Personal Referral Sources in International Education Choice. <i>Journal of Promotion Management</i> , 2015, 21, 817-834.	3.4	4
51	Buyer-seller relationship, sales effectiveness and sales revenue: a social network perspective. <i>Nankai Business Review International</i> , 2018, 9, 414-436.	1.0	4
52	Measuring Service Quality in Islamic Banking: Importance-Performance Analysis Approach. <i>Asian Journal of Business Research</i> , 2015, , .	0.8	3
53	What Drives Small Retailers to Adopt an Integrated Marketing Communications Approach?. , 2007, , .		1
54	Investigation and Reflection of the Development of Green Advertising in Chinese Automobile Industry. , 2011, , .		1

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55	An Update of the Vox Populi Approach to Academic Journal Rankings: 2011 in Review. Asian Journal of Business Research, 2012, 2, .	0.8	1
56	International Business Research: A Retrospective~!2008-08-29~!2008-11-08~!2008-12-03~!. The Open Business Journal, 2008, 1, 67-95.	0.4	1
57	Advertising and promotion in "œnew"Asia. Asia Pacific Journal of Marketing and Logistics, 2009, 21, .	3.2	1
58	Emerging trends for marketing in Asia. Asia Pacific Journal of Marketing and Logistics, 2013, 25, .	3.2	1
59	Sales promotion: the role of equity sensitivity. Asia Pacific Journal of Marketing and Logistics, 2021, ahead-of-print, .	3.2	1
60	The Research on Consumer's Attitude to Green Ad Appeal Strategy - The Empirical Study from the Perspective of Attribution Theory. , 2011, , .		0
61	Can positioning strategies help influence willingness to pay for office space? Evidence on the moderating effect of office space grade and industry sector for occupiers of leased office space. Journal of Strategic Marketing, 2021, 29, 337-358.	5.5	0
62	Emerging trends for marketing in Asia. Asia Pacific Journal of Marketing and Logistics, 2013, 25, .	3.2	0
63	Understanding the Nature and Market for Islamic Financial Products. Asian Journal of Business Research, 2015, 4, .	0.8	0
64	Confucian/Chopsticks Marketing. , 2021, , 1-3.		0
65	Confucian/Chopsticks Marketing. , 2022, , 203-206.		0