

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	Confucian/Chopsticks Marketing. , 2022, , 203-206.		0
2	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
3	Confucian/Chopsticks Marketing. , 2021, , 1-3.		0
4	Sales promotion: the role of equity sensitivity. Asia Pacific Journal of Marketing and Logistics, 2021, ahead-of-print, .	3.2	1
5	Segmenting young-adult consumers in East Asia and Central and Eastern Europe – The role of consumer ethnocentrism and decision-making styles. Journal of Business Research, 2020, 108, 496-507.	10.2	32
6	How to save the wounded self: Power distance belief's moderation of self-identity threat and status-related consumption. Journal of Consumer Behaviour, 2020, 19, 3-12.	4.2	12
7	Does it matter where to run? Intention to participate in destination marathon. Asia Pacific Journal of Marketing and Logistics, 2020, 32, 1475-1494.	3.2	18
8	Consumer attitude towards sales promotion techniques: a multi-country study. Asia Pacific Journal of Marketing and Logistics, 2019, 31, 437-463.	3.2	28
9	Touring destination and intention to consume indigenous food. British Food Journal, 2019, 122, 1883-1896.	2.9	15
10	Ethnic food consumption intention at the touring destination: The national and regional perspectives using multi-group analysis. Tourism Management, 2019, 71, 518-529.	9.8	79
11	When are influentials equally influenceable? The strength of strong ties in new product adoption. Journal of Business Research, 2018, 82, 160-170.	10.2	24
12	Buyer-seller relationship, sales effectiveness and sales revenue: a social network perspective. Nankai Business Review International, 2018, 9, 414-436.	1.0	4
13	Muslim religiosity, generational cohorts and buying behaviour of Islamic financial products. Australian Journal of Management, 2017, 42, 482-501.	2.2	10
14	Muslim religiosity and purchase intention of different categories of Islamic financial products. Journal of Financial Services Marketing, 2016, 21, 141-152.	3.4	31
15	Advancing research on computer game consumption: A future research agenda. Journal of Consumer Behaviour, 2015, 14, 353-356.	4.2	25
16	Chinese Cultural Values and Personal Referral Sources in International Education Choice. Journal of Promotion Management, 2015, 21, 817-834.	3.4	4
17	Researching Asian consumer culture in the global marketplace. Qualitative Market Research, 2015, 18, 386-390.	1.5	6
18	Food consumption and marketing: turning toward Asia. Journal of Consumer Marketing, 2015, 32, 501-504.	2.3	11

#	ARTICLE	IF	CITATIONS
19	Publishing success of marketing academics: antecedents and outcomes. <i>European Journal of Marketing</i> , 2015, 49, 123-145.	2.9	19
20	Understanding the Nature and Market for Islamic Financial Products. <i>Asian Journal of Business Research</i> , 2015, 4, .	0.8	0
21	Measuring Service Quality in Islamic Banking: Importance-Performance Analysis Approach. <i>Asian Journal of Business Research</i> , 2015, , .	0.8	3
22	Exploring a consumption value model for Islamic mobile banking adoption. <i>Journal of Islamic Marketing</i> , 2014, 5, 344-365.	3.5	56
23	Applying transaction utility theory to sales promotion – the impact of culture on consumer satisfaction. <i>International Review of Retail, Distribution and Consumer Research</i> , 2014, 24, 166-185.	2.0	18
24	“Word-of-Mouse” in China: In-Depth Interviews. <i>Asian Journal of Business Research</i> , 2014, 4, .	0.8	5
25	Advertising dislikeability in Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, 144-161.	3.2	8
26	Emerging trends for marketing in Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, .	3.2	0
27	Emerging trends for marketing in Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, .	3.2	1
28	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
29	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
30	The influence of religion on Islamic mobile phone banking services adoption. <i>Journal of Islamic Marketing</i> , 2012, 3, 81-98.	3.5	73
31	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
32	Consumers’ Views of F S hui : Antecedents and Behavioral Consequences. <i>Psychology and Marketing</i> , 2012, 29, 488-501.	8.2	7
33	An Update of the Vox Populi Approach to Academic Journal Rankings: 2011 in Review. <i>Asian Journal of Business Research</i> , 2012, 2, .	0.8	1
34	Priming Attitudes toward Feng Shui. <i>Asian Journal of Business Research</i> , 2012, 2, .	0.8	7
35	Reducing Offensiveness of STD Prevention Advertisements in China. <i>Social Work in Public Health</i> , 2011, 26, 621-634.	1.4	4
36	In-store marketing: a strategic perspective. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2011, 23, 165-176.	3.2	17

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37	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
38	Business marketing in BRIC countries. <i>Industrial Marketing Management</i> , 2011, 40, 5-7.	6.7	43
39	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
40	The Research on Consumer's Attitude to Green Ad Appeal Strategy - The Empirical Study from the Perspective of Attribution Theory. , 2011, , .		0
41	Investigation and Reflection of the Development of Green Advertising in Chinese Automobile Industry. , 2011, , .		1
42	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
43	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
44	Attitudes towards offensive advertising: Malaysian Muslims' views. <i>Journal of Islamic Marketing</i> , 2010, 1, 25-36.	3.5	86
45	Addressing the Advertising of Controversial Products in China: An Empirical Approach. <i>Journal of Business Ethics</i> , 2009, 88, 43-58.	6.0	29
46	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009, 88, 393-397.	6.0	42
47	Chinese "Little Emperor", cultural values and preferred communication sources for university choice. <i>Young Consumers</i> , 2009, 10, 120-132.	3.5	34
48	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
49	Advertising and promotion in "new" Asia. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2009, 21, .	3.2	1
50	Controversial product advertising in China: perceptions of three generational cohorts. <i>Journal of Consumer Behaviour</i> , 2008, 7, 461-469.	4.2	37
51	Agency "Client Relationship Factors Across Life-Cycle Stages. <i>Journal of Relationship Marketing</i> , 2008, 7, 217-236.	4.4	24
52	Perceptions of Offensive Advertising Elements: A China "U.S. Comparison. <i>Journal of East-West Business</i> , 2008, 14, 325-343.	0.7	5
53	Attributes of Likeable Television Commercials in Asia. <i>Journal of Advertising Research</i> , 2008, 48, 418-432.	2.1	24
54	International Business Research: A Retrospective~!2008-08-29~!2008-11-08~!2008-12-03~!. <i>The Open Business Journal</i> , 2008, 1, 67-95.	0.4	1

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55	Cultural values and effective executional techniques in advertising. <i>International Marketing Review</i> , 2007, 24, 519-538.	3.6	43
56	What Drives Small Retailers to Adopt an Integrated Marketing Communications Approach?. , 2007, , .		1
57	Identifying likeable attributes: a qualitative study of television advertisements in Asia. <i>Qualitative Market Research</i> , 2006, 9, 38-50.	1.5	17
58	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
59	Advertising of controversial products:a cross-cultural study. <i>Journal of Consumer Marketing</i> , 2005, 22, 6-13.	2.3	112
60	Ad likeability and brand recall in Asia: A cross-cultural study. <i>Journal of Brand Management</i> , 2004, 12, 93-104.	3.5	16
61	Trust and the online relationship—an exploratory study from New Zealand. <i>Tourism Management</i> , 2004, 25, 195-207.	9.8	102
62	Advertising Controversial Products in the Asia Pacific: What Makes Them Offensive?. <i>Journal of Business Ethics</i> , 2003, 48, 237-250.	6.0	62
63	Branding universities in Asian markets. <i>Journal of Product and Brand Management</i> , 2003, 12, 108-120.	4.3	158
64	Attracting New Clients. <i>Journal of Promotion Management</i> , 2000, 5, 85-99.	3.4	7
65	Determinants of shoe retailers' perceptions of promotion tools. <i>Journal of Retailing and Consumer Services</i> , 1996, 3, 155-162.	9.4	5