

Julian Ming-Sung Cheng

List of Publications by Year in descending order

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Version: 2024-02-01

38
papers

1,130
citations

471509

17
h-index

414414

32
g-index

38
all docs

38
docs citations

38
times ranked

867
citing authors

#	ARTICLE	IF	CITATIONS
1	Social media advertising value. <i>International Journal of Advertising</i> , 2014, 33, 271-294.	6.7	139
2	Consumer attitudes and interactive digital advertising. <i>International Journal of Advertising</i> , 2009, 28, 501-525.	6.7	105
3	The performance implications of powerâ€‘trust relationship: The moderating role of commitment in the supplierâ€‘retailer relationship. <i>Industrial Marketing Management</i> , 2014, 43, 312-321.	6.7	90
4	Consumer acceptance of the internet as a channel of distribution in Taiwanâ€‘a channel function perspective. <i>Technovation</i> , 2006, 26, 856-864.	7.8	70
5	Determinants of Joint Action in International Channels of Distribution: The Moderating Role of Psychic Distance. <i>Journal of International Marketing</i> , 2012, 20, 34-49.	4.4	70
6	Understanding green purchase behavior through death anxiety and individual social responsibility: Mastery as a moderator. <i>Journal of Consumer Behaviour</i> , 2018, 17, 477-490.	4.2	57
7	A Stage Model of International Brand Development: The perspectives of manufacturers from two newly industrialized economiesâ€‘South Korea and Taiwan. <i>Industrial Marketing Management</i> , 2005, 34, 504-514.	6.7	53
8	Will eChannel additions increase the financial performance of the firm?â€‘The evidence from Taiwan. <i>Industrial Marketing Management</i> , 2007, 36, 50-57.	6.7	51
9	Do extrinsic cues affect purchase risk at international e-tailers: The mediating effect of perceived e-tailer service quality. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 420-428.	9.4	47
10	Behavioral Implications of International Social Media Advertising: An Investigation of Intervening and Contingency Factors. <i>Journal of International Marketing</i> , 2018, 26, 43-61.	4.4	42
11	Soft Power and Desirable Relationship Outcomes: The Case of Zimbabwean Distribution Channels. <i>Journal of African Business</i> , 2010, 11, 182-200.	2.4	40
12	Retail bank selection in developed and developing countries: A crossâ€‘national study of students' bankâ€‘selection criteria. <i>Thunderbird International Business Review</i> , 2009, 51, 183-198.	1.8	36
13	Impact of Positioning Strategies on Corporate Performance. <i>Journal of Advertising Research</i> , 2008, 48, 106-122.	2.1	35
14	A meta-analytic review of influence strategies in marketing channel relationships. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 674-702.	11.2	33
15	Critical management issues in implementing ERP: empirical evidences from Taiwanese firms. <i>International Journal of Services and Standards</i> , 2005, 1, 299.	0.2	27
16	An AHP approach to assessing the relative importance weights of ERP performance measures. <i>International Journal of Management and Enterprise Development</i> , 2006, 3, 351.	0.3	22
17	Information quality, online community and trust: a study of antecedents to shoppers' website loyalty. <i>International Journal of Electronic Marketing and Retailing</i> , 2009, 2, 203.	0.2	21
18	The terror of death and consumersâ€™ sustainability attitudes. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102196.	9.4	21

#	ARTICLE	IF	CITATIONS
19	Toward a Stage Model of the International Franchise System Development. <i>Journal of Marketing Channels</i> , 2007, 14, 65-83.	0.4	17
20	Value Creation Through Service Cues: The Case of the Restaurant Industry in Taiwan. <i>Services Marketing Quarterly</i> , 2010, 31, 133-150.	1.1	15
21	Distribution Channel Relational Cohesion Exchange Model: A Small-to-Medium Enterprise Manufacturer's Perspective. <i>Journal of Small Business Management</i> , 2013, 51, 256-275.	4.8	15
22	Enhancing sustainable supply chain management performance through alliance portfolio diversity: the mediating effect of sustainability collaboration. <i>International Journal of Operations and Production Management</i> , 2021, 41, 1593-1614.	5.9	13
23	Customer engagement in the context of retail mobile apps: A contingency model integrating spatial presence experience and its drivers. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102950.	9.4	13
24	E-government evaluation: the case of Vietnam's provincial websites. <i>Electronic Government</i> , 2009, 6, 41.	0.2	12
25	How global companies communicate in host country: a glocalization strategy in web space. <i>Asian Journal of Communication</i> , 2012, 22, 58-77.	1.0	12
26	Consumer involvement and brand loyalty in services: evidence from the commercial airline industry in Taiwan. <i>International Journal of Services and Standards</i> , 2008, 4, 437.	0.2	11
27	The Influence of the Provision of Online Channel Functions on Exporting Channel Performance: The Moderating Effect of International Experience. <i>Journal of Global Marketing</i> , 2011, 24, 125-135.	3.4	11
28	Social Media Usage and Work Values: The Example of Facebook in Taiwan. <i>Social Behavior and Personality</i> , 2012, 40, 195-200.	0.6	11
29	A Study of the Perceived Recognition Affecting the Adoption of Innovation with Respect to the Online Game in Taiwan. <i>Cyberpsychology, Behavior and Social Networking</i> , 2007, 10, 813-816.	2.2	9
30	Effects of personal innovativeness and perceived value of disclosure on privacy concerns in proximity marketing: self-control as a moderator. <i>Journal of Research in Interactive Marketing</i> , 2022, 16, 310-327.	8.9	9
31	THE RELATIONSHIP BETWEEN EXTROVERSION AND LEISURE MOTIVATION: EVIDENCE FROM FITNESS CENTER PARTICIPATION. <i>Social Behavior and Personality</i> , 2007, 35, 1317-1322.	0.6	7
32	Franchisee Role Perceptions and Expectations: A Study in Taiwanese Franchise Industry. <i>Journal of Marketing Channels</i> , 2013, 20, 169-184.	0.4	4
33	Proximity marketing and Bluetooth beacon technology: A dynamic mechanism leading to relationship program receptiveness. <i>Journal of Business Research</i> , 2022, 141, 151-162.	10.2	4
34	Forces affecting perception of product comments on social eWOM: An interactive, relational communication perspective. <i>Journal of Consumer Behaviour</i> , 2018, 17, 393-406.	4.2	3
35	Effective communication as a critical success factor for the integration of ERP and CRM systems: the case of Taiwan. <i>International Journal of Technology Marketing</i> , 2007, 2, 183.	0.2	2
36	Dataset for cognition processes, motivations, spatial presence experience, and customer engagement in retail mobile apps. <i>Data in Brief</i> , 2022, 42, 108198.	1.0	2

#	ARTICLE	IF	CITATIONS
37	The mobility value of internet services in a wireless city: the case of Taipei, Taiwan. Asian Journal of Technology Innovation, 2012, 20, 51-65.	2.8	1
38	The distinction between the success and failure factors driving the implementation of e-channels of distribution: the case of Taiwan. International Journal of Technology Marketing, 2008, 3, 183.	0.2	0