Shu-Ning Zhang

List of Publications by Year
in descending order

16 papers	449 citations	840776 11 h-index	940533 16 g-index
16 all docs	16 docs citations	16 times ranked	186 citing authors

#	Article	IF	Citations
1	Would you enjoy virtual travel? The characteristics and causes of virtual tourists' sentiment under the influence of the COVID-19 pandemic. Tourism Management, 2022, 88, 104429.	9.8	91
2	Understand the differences in the brand equity construction process between local and foreign restaurants. Service Business, 2022, 16, 681-719.	4.2	2
3	How to impress guests: Key factors and strategy configurations for the accommodation memories of homestay guests. Journal of Hospitality and Tourism Management, 2022, 50, 267-276.	6.6	13
4	Restoration path of small tourism enterprise managers' confidence in the COVID-19 period. Journal of Travel and Tourism Marketing, 2022, 39, 137-151.	7.0	9
5	A study on China's time-honored catering brands: Achieving new inheritance of traditional brands. Journal of Retailing and Consumer Services, 2021, 58, 102290.	9.4	28
6	Does live performance play a critical role in building destination brand equity â€" A mixed-method study of â€œImpression Dahongpao". Journal of Retailing and Consumer Services, 2021, 59, 102392.	9.4	28
7	Reconstruction of the relationship between traditional and emerging restaurant brand and customer WOM. International Journal of Hospitality Management, 2021, 94, 102879.	8.8	30
8	The influence of the COVID-19 pandemic on tourism demand for destinations: an analysis of spatial heterogeneity from a multi-scale perspective. Asia Pacific Journal of Tourism Research, 2021, 26, 793-810.	3.7	25
9	How to create tourists' enjoyment? critical factors and strategic configurations for cultural and creative tourists' enjoyment. Journal of Travel and Tourism Marketing, 2021, 38, 554-567.	7.0	18
10	National Identity Construction in Cultural and Creative Tourism: The Double Mediators of Implicit Cultural Memory and Explicit Cultural Learning. SAGE Open, 2021, 11, 215824402110407.	1.7	11
11	Can tourism information flow enhance regional tourism economic linkages?. Journal of Hospitality and Tourism Management, 2021, 49, 614-623.	6.6	23
12	Does work-family conflict weaken family travel intention?â€"a study based on China. Journal of Leisure Research, 2020, 51, 264-286.	1.4	12
13	Critical factors identification and prediction of tourism and hospitality students' entrepreneurial intention. Journal of Hospitality, Leisure, Sport and Tourism Education, 2020, 26, 100234.	2.9	35
14	A new path for building hotel brand equity: the impacts of technological competence and service innovation implementation through perceived value and trust. Journal of Hospitality Marketing and Management, 2020, 29, 911-933.	8.2	30
15	Critical factors in the identification of word-of-mouth enhanced with travel apps: the moderating roles of Confucian culture and the switching cost view. Asia Pacific Journal of Tourism Research, 2019, 24, 422-442.	3.7	32
16	How does authenticity enhance flow experience through perceived value and involvement: the moderating roles of innovation and cultural identity. Journal of Travel and Tourism Marketing, 2019, 36, 710-728.	7.0	62