

Yueyan Wu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4472152/publications.pdf>

Version: 2024-02-01

5
papers

32
citations

2258059

3
h-index

2272923

4
g-index

5
all docs

5
docs citations

5
times ranked

27
citing authors

#	ARTICLE	IF	CITATIONS
1	Mobile searching versus online searching: differential effects of paid search keywords on direct and indirect sales. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 1151-1165.	11.2	14
2	Rounded or angular? How the physical work environment in makerspaces influences makers' creativity. <i>Journal of Environmental Psychology</i> , 2021, 73, 101546.	5.1	10
3	Effects of paid search advertising on product sales: a Chinese semantic perspective. <i>Journal of Marketing Management</i> , 2020, 36, 1481-1504.	2.3	7
4	Passive body touch and perceived intensity of spice: softer means spicier. <i>British Food Journal</i> , 2018, 120, 864-875.	2.9	1
5	From keyword to keywords: the role of keyword portfolio variety and disparity in product sales. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, ahead-of-print, .	3.2	0