

Lan Xia

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4844913/publications.pdf>

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9
papers

500
citations

1163117
8
h-index

1474206
9
g-index

9
all docs

9
docs citations

9
times ranked

332
citing authors

#	ARTICLE	IF	CITATIONS
1	Joint or separate? The effect of visual presentation on imagery and product evaluation. <i>International Journal of Research in Marketing</i> , 2021, 38, 935-952.	4.2	13
2	Nostalgia: Triggers and its role on new product purchase intentions. <i>Journal of Business Research</i> , 2021, 135, 183-194.	10.2	24
3	Revenge travel: nostalgia and desire for leisure travel post COVID-19. <i>Journal of Travel and Tourism Marketing</i> , 2021, 38, 935-955.	7.0	52
4	When it's too good to be true: Consumers' reactions and firms' responses to unintended price mistakes. <i>Journal of Business Research</i> , 2020, 114, 16-29.	10.2	2
5	The effectiveness of number of deals purchased in influencing consumers' response to daily deal promotions: A cue utilization approach. <i>Journal of Business Research</i> , 2017, 79, 189-197.	10.2	49
6	Is a good deal always fair? Examining the concepts of transaction value and price fairness. <i>Journal of Economic Psychology</i> , 2010, 31, 884-894.	2.2	76
7	Effects of Consumers' Efforts on Price and Promotion Fairness Perceptions. <i>Journal of Retailing</i> , 2010, 86, 1-10.	6.2	110
8	Understanding the influence of literacy on consumer memory: The role of pictorial elements. <i>Journal of Consumer Psychology</i> , 2009, 19, 389-402.	4.5	44
9	Consumers' perceptions of the fairness of price-matching refund policies. <i>Journal of Retailing</i> , 2007, 83, 325-337.	6.2	130