

Qiang Yang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4968334/publications.pdf>

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5
papers

53
citations

1684188

5
h-index

2053705

5
g-index

6
all docs

6
docs citations

6
times ranked

30
citing authors

#	ARTICLE	IF	CITATIONS
1	Disentangling the impact of temperature on consumers' attitudes toward nostalgic advertising. <i>International Journal of Consumer Studies</i> , 2023, 47, 136-154.	11.6	0
2	Fostering consumer engagement with marketer-generated content: the role of content-generating devices and content features. <i>Internet Research</i> , 2022, 32, 307-329.	4.9	12
3	Exploring the risk-taking tendency among migrant workers in the COVID-19 pandemic: The role of ontological security. <i>Work</i> , 2021, 68, 269-283.	1.1	7
4	How to overcome online banner blindness? A study on the effects of creativity. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 223-242.	8.9	10
5	Research on the influence of the COVID-19 epidemic on work stress of returning workers in China: A study based on empirical analyses of industrial enterprises. <i>Work</i> , 2020, 67, 67-79.	1.1	12