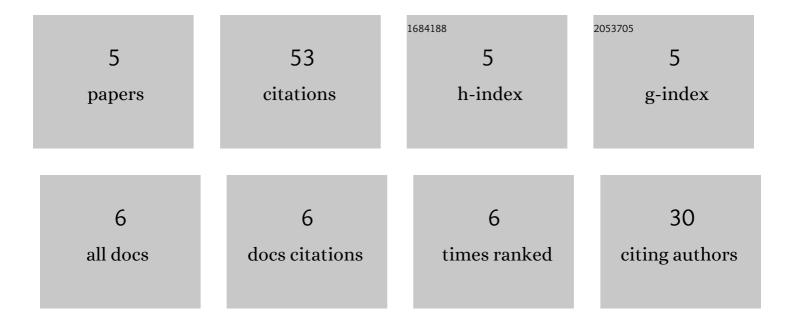
Qiang Yang

List of Publications by Year in descending order

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

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| # | Article | IF | CITATIONS |
|---|--|------|-----------|
| 1 | Disentangling the impact of temperature on consumers' attitudes toward nostalgic advertising. International Journal of Consumer Studies, 2023, 47, 136-154. | 11.6 | 0 |
| 2 | Fostering consumer engagement with marketer-generated content: the role of content-generating devices and content features. Internet Research, 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. Work, 2021, 68, 269-283. | 1.1 | 7 |
| 4 | How to overcome online banner blindness? A study on the effects of creativity. Journal of Research in Interactive Marketing, 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. Work, 2020, 67, 67-79. | 1.1 | 12 |