Clyde A Warden

List of Publications by Year
in descending order

29	780	16	25
papers	citations	h-index	g-index

516710

580821

29	29	29	427
all docs	docs citations	times ranked	citing authors

#	Article	IF	Citations
1	Conflicted about online learning?: Using sentiment analysis to explore learner approach-avoidance motivation. Online Information Review, 2023, 47, 356-370.	3.2	3
2	Millennials' technology readiness and self-efficacy in online classes. Innovations in Education and Teaching International, 2022, 59, 226-236.	2.5	25
3	Surfacing consumer psychosensory perceptions of a nonendemic food: The case of coffee in a tea culture. Journal of Sensory Studies, 2021, 36, .	1.6	0
4	The Tao of consumption: private self in a collective culture. Journal of Service Theory and Practice, 2021, 31, 756-782.	3.2	2
5	Traditional agriculture product repositioning: goat milk in Taiwan. International Journal of Agriculture Innovation Technology and Globalisation, 2020, 1, 238.	0.1	1
6	Service Expectations of Patients Across Traditional Chinese and Western Medicine Paradigms. Journal of Alternative and Complementary Medicine, 2019, 25, 1206-1214.	2.1	4
7	Traditional Agriculture Product Repositioning: Goat Milk in Taiwan. International Journal of Agriculture Innovation Technology and Globalisation, 2019, 1, 1.	0.1	0
8	Application of Artificial Intelligence to the Small Open Online English Abstract Writing Course. Lecture Notes in Computer Science, 2019, , 802-808.	1.3	0
9	Performance, cognitive load, and behaviour of technology-assisted English listening learning: From <scp>CALL</scp> to <scp>MALL</scp>. Journal of Computer Assisted Learning, 2018, 34, 105-114.	5.1	17
10	Effects of digital game-based learning on achievement, flow and overall cognitive load. Australasian Journal of Educational Technology, 2018, 34, .	3.5	52
11	Validation of a Measure of Chinese Outpatients' Satisfaction in the Taiwan Setting. Inquiry (United) Tj ETQq1 1 0.784314 rgBT /O	0.9	5
12	Efficacies of 3D Immersive Virtual World Classrooms. Lecture Notes in Computer Science, 2017, , 45-48.	1.3	0
13	Leveling up: Are non-gamers and women disadvantaged in a virtual world classroom?. Computers in Human Behavior, 2016, 65, 210-219.	8.5	17
14	The Voice of the Chinese Customer: Facilitating E-Commerce Encounters. International Journal of Market Research, 2015, 57, 459-482.	3.8	2
15	Synchronous learning best practices: An action research study. Computers and Education, 2013, 63, 197-207.	8.3	30
16	Strangers in Strange Lands: Hypermarkets and Chinese Consumer Culture Misalignment. International Journal of Market Research, 2012, 54, 799-820.	3.8	15
17	Level of abstraction and feelings of presence in virtual space: Business English negotiation in Open Wonderland. Computers and Education, 2011, 57, 2126-2134.	8.3	34
18	When hot and noisy is good. Asia Pacific Journal of Marketing and Logistics, 2009, 21, 216-231.	3.2	16

#	Article	IF	Citations
19	Chinese Negotiators' Subjective Variations in Intercultural Negotiations. Journal of Business Ethics, 2009, 88, 529-537.	6.0	49
20	Global media, local metaphor: Television shopping and marketing-as-relationship in America, Japan, and Taiwan. Journal of Retailing, 2008, 84, 119-129.	6.2	25
21	Restaurant Service Failure Recoveries: Role Expectations in a Chinese Cultural Setting. Journal of Hospitality Marketing and Management, 2008, 16, 159-180.	0.4	12
22	Online Shopping Interface Components: Relative Importance as Peripheral and Central Cues. Cyberpsychology, Behavior and Social Networking, 2006, 9, 285-296.	2.2	24
23	Motivators That Do Not Motivate: The Case of Chinese EFL Learners and the Influence of Culture on Motivation. TESOL Quarterly, 2005, 39, 609.	2.9	170
24	Cultural Values and Communication Online. Business Communication Quarterly, 2005, 68, 222-232.	1.3	17
25	Service failures away from home: benefits in intercultural service encounters. Journal of Service Management, 2003, 14, 436-456.	2.0	65
26	How Worldwide Is Marketing Communication On The World Wide Web. Journal of Advertising Research, 2002, 42, 72-84.	2.1	13
27	Fatal Service Failures Across Cultures. Journal of Hospitality Marketing and Management, 2001, 8, 93-111.	0.4	18
28	EFL Business Writing Behaviors in Differing Feedback Environments. Language Learning, 2000, 50, 573-616.	2.7	28
29	Existence of Integrative Motivation in an Asian EFL Setting. Foreign Language Annals, 2000, 33, 535-545.	1.0	136