

# Ling Peng

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5283817/publications.pdf>

Version: 2024-02-01

10  
papers

394  
citations

1478505

6  
h-index

1281871

11  
g-index

11  
all docs

11  
docs citations

11  
times ranked

318  
citing authors

#	ARTICLE	IF	CITATIONS
1	Speaking the same language: the power of words in crowdfunding success and failure. <i>Marketing Letters</i> , 2022, 33, 311-323.	2.9	11
2	The importance of being earnest: Mandatory vs. voluntary disclosure of incentives for online product reviews. <i>Journal of Business Research</i> , 2022, 141, 633-645.	10.2	3
3	Do the pieces fit? Assessing the configuration effects of promotion attributes. <i>Journal of Business Research</i> , 2020, 109, 337-349.	10.2	6
4	The Faces of Success: Beauty and Ugliness Premiums in e-Commerce Platforms. <i>Journal of Marketing</i> , 2020, 84, 67-85.	11.3	70
5	A multi-facet item response theory approach to improve customer satisfaction using online product ratings. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 960-976.	11.2	21
6	How manufacturer brand erosion shapes consumer assortment perceptions. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 32, 922-939.	3.2	4
7	Tailoring management response to negative reviews: The effectiveness of accommodative versus defensive responses. <i>Computers in Human Behavior</i> , 2018, 84, 272-284.	8.5	64
8	Manufactured opinions: The effect of manipulating online product reviews. <i>Journal of Business Research</i> , 2018, 87, 24-35.	10.2	95
9	The signaling effect of management response in engaging customers: A study of the hotel industry. <i>Tourism Management</i> , 2017, 62, 42-53.	9.8	102
10	The Effects of Image Congruence and Self-Monitoring on Product Evaluations: A Comparison Between Genuine and Counterfeit Products. <i>Journal of Global Marketing</i> , 2012, 25, 17-28.	3.4	15