

# Chih-Ping Chen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5966574/publications.pdf>

Version: 2024-02-01

10  
papers

301  
citations

1478505

6  
h-index

1588992

8  
g-index

10  
all docs

10  
docs citations

10  
times ranked

220  
citing authors

#	ARTICLE	IF	CITATIONS
1	Exploring Personal Branding on YouTube. <i>Journal of Internet Commerce</i> , 2013, 12, 332-347.	5.5	94
2	Forming digital self and parasocial relationships on YouTube. <i>Journal of Consumer Culture</i> , 2016, 16, 232-254.	2.5	92
3	Understanding mobile English-learning gaming adopters in the self-learning market: The Uses and Gratification Expectancy Model. <i>Computers and Education</i> , 2018, 126, 217-230.	8.3	44
4	Online Group Buying Behavior in CC2B e-Commerce: Understanding Consumer Motivations. <i>Journal of Internet Commerce</i> , 2012, 11, 254-270.	5.5	29
5	Playing with digital gender identity and cultural value. <i>Gender, Place, and Culture</i> , 2016, 23, 521-536.	1.4	19
6	Digital gifting in personal brand communities of live-streaming: fostering viewerâ€™streamerâ€™viewer parasocial relationships. <i>Journal of Marketing Communications</i> , 2021, 27, 865-880.	4.0	15
7	Friendships through the style choice of virtual stickers: Young adults manage aesthetic identity and emotion on a social messaging line app. <i>International Journal of Market Research</i> , 2021, 63, 236-250.	3.8	6
8	Gender roles and romantic relationships: new cultural values based on the desire for a utopia. <i>Chinese Journal of Communication</i> , 2020, 13, 221-234.	2.0	2
9	Exploring the use of line stickers to bridge the gap in developing parentâ€™emerging adult relationships: Taiwanese emerging adultsâ€™ perspectives in family communication patterns and their influence strategies. <i>Chinese Journal of Communication</i> , 2020, 13, 425-443.	2.0	0
10	Experiencing gender-role reversal online dating game in Taiwan. <i>Journal for Cultural Research</i> , 2021, 25, 301-312.	1.4	0