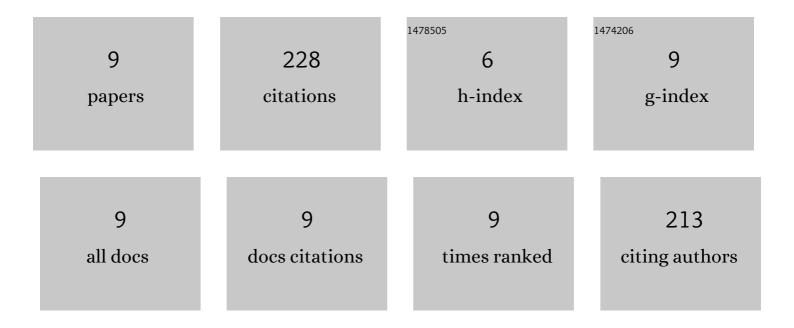
Saerom Wang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6263183/publications.pdf Version: 2024-02-01



SAEROM WANC

#	Article	IF	CITATIONS
1	Travelers' food experience sharing on social network sites. Journal of Travel and Tourism Marketing, 2017, 34, 680-693.	7.0	77
2	Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counterfactual thinking. Tourism Management, 2017, 60, 233-243.	9.8	42
3	The Interplay of Travelers' Psychological Distance, Language Abstraction, and Message Appeal Type in Social Media Advertising. Journal of Travel Research, 2020, 59, 1430-1446.	9.0	40
4	A comparative study of perceptions of destination advertising according to message appeal and endorsement type. Asia Pacific Journal of Tourism Research, 2018, 23, 24-41.	3.7	28
5	Creature of Habit or Embracer of Change? Contrasting Consumer Daily Food Behavior with the Tourism Scenario. Journal of Hospitality and Tourism Research, 2019, 43, 595-616.	2.9	20
6	Vacation Travel, Marital Satisfaction, and Subjective Wellbeing: A Chinese Perspective. Journal of China Tourism Research, 2020, 16, 118-139.	1.9	8
7	A Schema-based Perspective to Understanding Hotel Social Media Content Strategy. Journal of Quality Assurance in Hospitality and Tourism, 2022, 23, 56-88.	3.0	6
8	The U.S. tourists' perceptions of destination China over two transformative periods. Asia Pacific Journal of Tourism Research, 2018, 23, 217-230.	3.7	5
9	Travelers' Psychological Comfort with Local Food Experiences and Place Attachment. Journal of Hospitality and Tourism Research, 2023, 47, 1453-1477.	2.9	2