

# Yongbing Jiao

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6805349/publications.pdf>

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5  
papers

94  
citations

2258059

3  
h-index

2550090

3  
g-index

5  
all docs

5  
docs citations

5  
times ranked

100  
citing authors

#	ARTICLE	IF	CITATIONS
1	Social value, content value, and brand equity in social media brand communities. <i>International Marketing Review</i> , 2018, 35, 18-41.	3.6	46
2	Social value and content value in social media: Two paths to psychological well-being. <i>Journal of Organizational Computing and Electronic Commerce</i> , 2017, 27, 3-24.	1.8	26
3	Social Value and Content Value in Social Media: Two Ways to Flow. <i>Journal of Advanced Management Science</i> , 2015, , 299-306.	0.1	21
4	Case-Based Reasoning for semi-automatic trade matching for electronic commerce broker. , 2012, , .		0
5	An Empirical Study of Customer Loyalty to Internet Banking in China. , 2012, , .		1