

Fuan Li

List of Publications by Year in descending order

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15
papers

407
citations

933447

10
h-index

996975

15
g-index

15
all docs

15
docs citations

15
times ranked

340
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Trust as a Second-order Factor: An Alternative Measurement Model. <i>International Journal of Market Research</i> , 2008, 50, 817-839.	3.8	98
2	Dimensionality of individualismâ€“collectivism and measurement equivalence of Triandis and Gelfandâ€™s scale. <i>Journal of Business and Psychology</i> , 2007, 21, 313-329.	4.0	54
3	The Facilitating Influence of Consumer Knowledge on the Effectiveness of Daily Value Reference Information. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 425-435.	11.2	41
4	Transactional or Relationship Marketing: Detenninants of Strategic Choices. <i>Journal of Marketing Management</i> , 2000, 16, 449-464.	2.3	40
5	How Do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust. <i>Journal of Global Marketing</i> , 2010, 23, 243-252.	3.4	33
6	A Comparison of Shopping Behavior in Xi'an and Hong Kong Malls. <i>Journal of International Consumer Marketing</i> , 2004, 16, 29-46.	3.7	25
7	Structural or Cultural: An Exploration into Influences on Consumers' Shopping Behavior of Country Specific Factors versus Retailing Formats. <i>Journal of Global Marketing</i> , 2003, 16, 97-115.	3.4	22
8	Inter-American Perspectives from Mall Shoppers. <i>Journal of Global Marketing</i> , 2001, 15, 87-103.	3.4	21
9	Confucian ethics, moral foundations, and shareholder value perspectives: An exploratory study. <i>Business Ethics</i> , 2018, 27, 260-271.	3.5	20
10	Brand trust in a cross-cultural context: test for robustness of an alternative measurement model. <i>Journal of Product and Brand Management</i> , 2015, 24, 462-471.	4.3	14
11	Moral Integrity and Relationship Commitment: An Empirical Examination in a Cross-Cultural Setting. <i>Journal of Business Ethics</i> , 2018, 151, 785-798.	6.0	12
12	Moral judgment in a business setting: The role of managersâ€™ moral foundation, ideology, and level of moral development. <i>Asia Pacific Journal of Management</i> , 2018, 35, 121-143.	4.5	11
13	Assessing the Effect of Personal Cultural Orientation on Brand Equity and Revisit Intention: Exploring Destination Branding in Latin America. <i>Journal of Global Marketing</i> , 2017, 30, 282-296.	3.4	9
14	Perceived ethicality of moral choice. <i>Nankai Business Review International</i> , 2016, 7, 258-279.	1.0	5
15	Moral disengagement and moral judgment: the roles of moral endorsement, shareholder-value orientation, and intensity of moral issues. <i>Ethics and Behavior</i> , 2021, 31, 365-380.	1.8	2