

# Heng Wei Lee

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7140126/publications.pdf>

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7  
papers

152  
citations

2682572

2  
h-index

2550090

3  
g-index

7  
all docs

7  
docs citations

7  
times ranked

154  
citing authors

#	ARTICLE	IF	CITATIONS
1	Social media communication with intensified pandemic fears: evaluating the relative impact of user-generated and firm-generated content on brand loyalty. <i>Asia-Pacific Journal of Business Administration</i> , 2023, 15, 161-187.	2.7	4
2	Innovation Capability for SME Biomass Industry Performance. , 2021, , 1252-1276.		0
3	The Impact of Strategic Alignment between Resources to Enhance Malaysia's Biomass Industry Performance: A Resource-Based View (RBV) Approach. <i>Estudios De Economia Aplicada (discontinued)</i> , 2021, 39, .	0.5	0
4	Innovation Capability for SME Biomass Industry Performance. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2020, , 79-103.	0.3	0
5	Impact of brand experience on loyalty. <i>Journal of Hospitality Marketing and Management</i> , 2018, 27, 755-774.	8.2	91
6	Exploring the Key Determinants of Successful ICT Innovation Adoption: A Case Study of a Fishing Community in Thailand. <i>Lecture Notes in Electrical Engineering</i> , 2014, , 643-648.	0.4	0
7	External Factors in Hospital Information System (HIS) Adoption Model: A Case on Malaysia. <i>Journal of Medical Systems</i> , 2012, 36, 2129-2140.	3.6	57