

# Chittipa Ngamkroeckjoti

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7260033/publications.pdf>

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2  
papers

21  
citations

2682572

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2917675

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all docs

2  
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2  
times ranked

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citing authors

| # | ARTICLE   | IF  | CITATIONS |
|---|---|-----|-----------|
| 1 | Understanding rural Chinese consumersâ€™ behavior: A stimulusâ€“organismâ€“response (S-O-R) perspective on Huaweiâ€™s brand loyalty in China. Cogent Business and Management, 2021, 8, .                        | 2.9 | 18        |
| 2 | Effect of mid-roll video advertising value and perceived intrusiveness on Facebook viewersâ€™ response: the mediating roles of attitude and word-of-mouth intention. Cogent Business and Management, 2022, 9, . | 2.9 | 3         |