

Chittipa Ngamkroeckjoti

List of Publications by Year in descending order

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

Version: 2024-02-01

2
papers

21
citations

2682572

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2917675

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2
times ranked

12
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	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