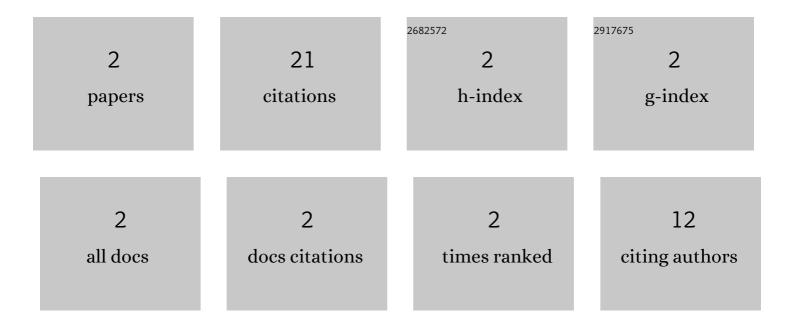
## Chittipa Ngamkroeckjoti

List of Publications by Year in descending order

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

Version: 2024-02-01



#	Article	IF	CITATIONS
1	Effect of mid-roll video advertising value and perceived intrusiveness on Facebook viewers' response: the mediating roles of attitude and word-of-mouth intention. Cogent Business and Management, 2022, 9, .	2.9	3
2	Understanding rural Chinese consumers' behavior: A stimulus–organism–response (S-O-R) perspective	2.9	18

on Huawei's brand loyalty in China. Cogent Business and Management, 2021, 8, .