

Tungzong Chang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7331652/publications.pdf>

Version: 2024-02-01

8

papers

843

citations

1477746

6

h-index

1872312

6

g-index

8

all docs

8

docs citations

8

times ranked

596

citing authors

#	ARTICLE	IF	CITATIONS
1	Price, Product Information, and Purchase Intention: An Empirical Study. <i>Journal of the Academy of Marketing Science</i> , 1994, 22, 16-27.	7.2	669
2	Souvenir Shopping, Tourist Motivation, and Travel Experience. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , 2016, 17, 163-177.	1.7	54
3	The effects of market orientation on effectiveness and efficiency: the case of automotive distribution channels in Finland and Poland. <i>Journal of Services Marketing</i> , 1999, 13, 407-418.	1.7	50
4	Impact of product information on the use of price as a quality cue. <i>Psychology and Marketing</i> , 1996, 13, 55-75.	4.6	45
5	The Effect of Management Leadership Style on Marketing Orientation, Service Quality, and Financial Results: A Cross-Cultural Study. <i>Journal of Global Marketing</i> , 2009, 22, 95-107.	2.0	15
6	Benefit Segmentation: A Useful Tool for Financial Investment Services. <i>Services Marketing Quarterly</i> , 1995, 12, 69-80.	0.1	10
7	Consumer Perceptions of the United States and Japan as Countries of Origin. <i>Journal of Asia-Pacific Business</i> , 1996, 1, 3-24.	0.8	0
8	The Effect of Market Orientation on Service Quality. <i>Journal of Relationship Marketing</i> , 1998, 4, 33-45.	0.1	0