

# Na Xiao

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/745380/publications.pdf>

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3  
papers

17  
citations

2682572

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2550090

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3  
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times ranked

29  
citing authors

#	ARTICLE	IF	CITATIONS
1	Goals or semantic constructs? Different choice setting and choice goal activation. Journal of Consumer Behaviour, 2020, 19, 24-35.	4.2	2
2	How identity related goals moderate the role of attributes in product evaluation. Journal of Consumer Behaviour, 2017, 16, e38.	4.2	8
3	How non-consumption goals (elicited by competitive setting or social risk) and self-confidence influence the importance of trivial attributes in product evaluation. European Journal of Marketing, 2016, 50, 1746-1766.	2.9	7