

Caleb H Tse

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7455087/publications.pdf>

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14
papers

352
citations

1162367

8
h-index

1058022

14
g-index

14
all docs

14
docs citations

14
times ranked

230
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing Celebrity Endorsement Effects in China. <i>Journal of Advertising Research</i> , 2011, 51, 608-623.	1.0	124
2	A Multimediation Model of Learning by Exporting: Analysis of Export-Induced Productivity Gains. <i>Journal of Management</i> , 2017, 43, 2118-2146.	6.3	44
3	Bots vs. humans: how schema congruity, contingency-based interactivity, and sympathy influence consumer perceptions and patronage intentions. <i>International Journal of Advertising</i> , 2022, 41, 655-684.	4.2	37
4	Highlighting Effort Versus Talent in Service Employee Performance: Customer Attributions and Responses. <i>Journal of Marketing</i> , 2020, 84, 106-121.	7.0	25
5	Which model looks most like me? Explicating the impact of body image advertisements on female consumer well-being and consumption behaviour across brand categories. <i>International Journal of Advertising</i> , 2021, 40, 602-628.	4.2	20
6	Unfolding China's state-owned corporate empires and mitigating agency hazards: Effects of foreign investments and innovativeness. <i>Journal of World Business</i> , 2019, 54, 191-212.	4.6	19
7	R&D activities and innovation performance of MNE subsidiaries: The moderating effects of government support and entry mode. <i>Technological Forecasting and Social Change</i> , 2021, 166, 120603.	6.2	18
8	Social movements and international business activities of firms. <i>Journal of International Business Studies</i> , 2021, 52, 1200-1214.	4.6	18
9	Engaging Customer Cocreation in New Product Development Through Foreign Subsidiaries: Influences of Multinational Corporations' Global Integration and Local Adaptation Mechanisms. <i>Journal of International Marketing</i> , 2020, 28, 59-80.	2.5	12
10	“Average-Sized” Models Do Sell, But What About in East Asia? A Cross-Cultural Investigation of U.S. and Singaporean Women. <i>Journal of Advertising</i> , 2019, 48, 512-531.	4.1	9
11	How Consumers in China Perceive Brands In Online and Offline Encounters. <i>Journal of Advertising Research</i> , 2018, 58, 90-110.	1.0	8
12	Digital platform attention and international sales: An attention-based view. <i>Journal of International Business Studies</i> , 2022, 53, 1817-1835.	4.6	7
13	Passion transfer across national borders. <i>Journal of Business Research</i> , 2020, 108, 213-231.	5.8	6
14	Productivity and impact in advertising research since the millennium: a profiling and investigation of drivers of impact. <i>International Journal of Advertising</i> , 2017, 36, 11-37.	4.2	5