

Zhilin Yang

List of Publications by Year in descending order

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Version: 2024-02-01

77
papers

7,299
citations

109137

35
h-index

71532

76
g-index

78
all docs

78
docs citations

78
times ranked

4712
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer perceived value, satisfaction, and loyalty: The role of switching costs. <i>Psychology and Marketing</i> , 2004, 21, 799-822.	4.6	1,332
2	Implementing supply chain information integration in China: The role of institutional forces and trust. <i>Journal of Operations Management</i> , 2010, 28, 257-268.	3.3	412
3	Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. <i>Information and Management</i> , 2005, 42, 575-589.	3.6	411
4	Online service quality dimensions and their relationships with satisfaction. <i>Journal of Service Management</i> , 2004, 15, 302-326.	2.2	360
5	Measuring customer perceived online service quality. <i>International Journal of Operations and Production Management</i> , 2004, 24, 1149-1174.	3.5	327
6	Consumer Perception of E-Service Quality: From Internet Purchaser and Non-Purchaser Perspectives. <i>Journal of Business Strategies</i> , 2002, 19, 19-42.	0.1	323
7	Measuring consumer perceptions of online shopping convenience. <i>Journal of Service Management</i> , 2013, 24, 191-214.	4.4	286
8	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005, 58, 1049-1058.	5.8	247
9	Dealing with Institutional Distances in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency. <i>Journal of Marketing</i> , 2012, 76, 41-55.	7.0	233
10	Customers' perceptions of online retailing service quality and their satisfaction. <i>International Journal of Quality and Reliability Management</i> , 2004, 21, 817-840.	1.3	207
11	Services quality dimensions of Internet retailing: an exploratory analysis. <i>Journal of Services Marketing</i> , 2003, 17, 685-700.	1.7	204
12	A review of research methodologies in international business. <i>International Business Review</i> , 2006, 15, 601-617.	2.6	179
13	Does country of origin matter in the relationship between brand personality and purchase intention in emerging economies?. <i>International Marketing Review</i> , 2008, 25, 458-474.	2.2	179
14	Relational ties or customized contracts? An examination of alternative governance choices in China. <i>Journal of International Business Studies</i> , 2008, 39, 526-534.	4.6	145
15	The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. <i>Journal of Global Marketing</i> , 2010, 23, 177-188.	2.0	143
16	Guanxi as a governance mechanism in business markets: Its characteristics, relevant theories, and future research directions. <i>Industrial Marketing Management</i> , 2011, 40, 492-495.	3.7	132
17	DEVELOPMENT OF COOPERATIVE NORMS IN THE BUYER-SUPPLIER RELATIONSHIP: THE CHINESE EXPERIENCE. <i>Journal of Supply Chain Management</i> , 2008, 44, 55-70.	7.2	128
18	Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce?. <i>Service Business</i> , 2016, 10, 301-317.	2.2	127

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19	How does organizational learning matter in strategic business performance? The contingency role of guanxi networking. <i>Journal of Business Research</i> , 2015, 68, 1216-1224.	5.8	119
20	Interpersonal influence as an alternative channel communication behavior in emerging markets: The case of China. <i>Journal of International Business Studies</i> , 2009, 40, 668-689.	4.6	117
21	When do formal control and trust matter? A context-based analysis of the effects on marketing channel relationships in China. <i>Industrial Marketing Management</i> , 2011, 40, 86-96.	3.7	116
22	Exploring the governance mechanisms of quasi-integration in buyer-supplier relationships. <i>Journal of Business Research</i> , 2009, 62, 660-666.	5.8	87
23	Cross-Cultural Differences in the Effect of Received Word-of-Mouth Referral in Relational Service Exchange. <i>Journal of International Marketing</i> , 2010, 18, 62-80.	2.5	85
24	Inter-firm opportunism: a meta-analytic review and assessment of its antecedents and effect on performance. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 137-146.	1.8	83
25	Organizational capabilities and business performance: When and how does the dark side of managerial ties matter?. <i>Industrial Marketing Management</i> , 2016, 55, 70-82.	3.7	79
26	Institutional theory in business marketing: A conceptual framework and future directions. <i>Industrial Marketing Management</i> , 2014, 43, 721-725.	3.7	74
27	The Role of the Guanxi Institution in Skill Acquisition Between Firms: A Study of Chinese Firms. <i>Journal of Supply Chain Management</i> , 2014, 50, 3-23.	7.2	61
28	On the relationship between business environment and competitive priorities: The role of performance frontiers. <i>International Journal of Production Economics</i> , 2014, 151, 131-145.	5.1	60
29	Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences. <i>Journal of Service Research</i> , 2010, 13, 453-468.	7.8	56
30	The Impacts of Brand Personality and Congruity on Purchase Intention: Evidence From the Chinese Mainland's Automobile Market. <i>Journal of Global Marketing</i> , 2009, 22, 199-215.	2.0	51
31	The Effects of Boundary Spanners' Personal Relationships on Interfirm Collaboration and Conflict: A Study of the Role of Guanxi in China. <i>Journal of Supply Chain Management</i> , 2017, 53, 19-40.	7.2	47
32	Determinants of online service satisfaction and their impacts on behavioural intentions. <i>Total Quality Management and Business Excellence</i> , 2009, 20, 953-969.	2.4	44
33	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009, 88, 393-397.	3.7	42
34	Small business industrial buyers' price sensitivity: Do service quality dimensions matter in business markets?. <i>Industrial Marketing Management</i> , 2011, 40, 395-404.	3.7	41
35	Does self-disclosure matter? A dynamic two-stage perspective for the personalization-privacy paradox. <i>Journal of Business Research</i> , 2021, 124, 667-675.	5.8	39
36	The Effects of Corporate-Brand Credibility, Perceived Corporate-Brand Origin, and Self-Image Congruence on Purchase Intention: Evidence From China's Auto Industry. <i>Journal of Global Marketing</i> , 2011, 24, 58-68.	2.0	38

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37	Managing relationships with power advantage buyers: The role of supplier initiated bonding tactics in long-term buyer-supplier collaborations. <i>Journal of Business Research</i> , 2016, 69, 5587-5596.	5.8	37
38	Hospital trust or doctor trust? A fuzzy analysis of trust in the health care setting. <i>Journal of Business Research</i> , 2017, 78, 217-225.	5.8	36
39	The role of brand image congruity in Chinese consumers' brand preference. <i>Journal of Product and Brand Management</i> , 2012, 21, 26-34.	2.6	34
40	Toward a gatekeeping perspective of insider-outsider relationship development in China. <i>Journal of World Business</i> , 2014, 49, 312-320.	4.6	34
41	Unstructured Direct Elicitation of Decision Rules. <i>Journal of Marketing Research</i> , 2011, 48, 116-127.	3.0	33
42	The Impact of Interorganizational Internet Communication on Purchasing Performance: A Study of Chinese Manufacturing Firms. <i>Journal of Supply Chain Management</i> , 2006, 42, 16-29.	7.2	31
43	Addressing the Advertising of Controversial Products in China: An Empirical Approach. <i>Journal of Business Ethics</i> , 2009, 88, 43-58.	3.7	29
44	The Double Jeopardy Phenomenon and the Mediating Effect of Brand Penetration between Advertising and Brand Loyalty. <i>Journal of Advertising Research</i> , 2005, 45, 211.	1.0	26
45	Primary influences of environmental uncertainty on promotions budget allocation and performance: A cross-country study of retail advertisers. <i>Journal of Business Research</i> , 2006, 59, 259-267.	5.8	26
46	The Developmental Process of Unethical Consumer Behavior: An Investigation Grounded in China. <i>Journal of Business Ethics</i> , 2015, 128, 411-432.	3.7	26
47	The relationships between distance factors and international collaborative research outcomes: A bibliometric examination. <i>Journal of Informetrics</i> , 2018, 12, 618-630.	1.4	26
48	How Human-Chatbot Interaction Impairs Charitable Giving: The Role of Moral Judgment. <i>Journal of Business Ethics</i> , 2022, 178, 849-865.	3.7	26
49	Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry. <i>Journal of Business-to-Business Marketing</i> , 2013, 20, 227-244.	0.8	25
50	A meta-analysis of effect sizes in international marketing experiments. <i>International Marketing Review</i> , 2008, 25, 276-291.	2.2	24
51	Cooperative norms, structural mechanisms, and supplier performance: Empirical evidence from Chinese manufacturers. <i>Journal of Purchasing and Supply Management</i> , 2011, 17, 1-10.	3.1	22
52	International marketing serials: a retrospective. <i>International Marketing Review</i> , 2001, 18, 667-718.	2.2	21
53	Understanding Asian business strategy: Modeling institution-based legitimacy-embedded efficiency. <i>Journal of Business Research</i> , 2013, 66, 2369-2374.	5.8	20
54	“Monkey See, Monkey Do”: The Effect of Construal Level on Consumers' Reactions to Others' Unethical Behavior. <i>Journal of Business Ethics</i> , 2019, 156, 455-472.	3.7	20

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55	Curbing opportunism in marketing channels: The roles of influence strategy and perceived fairness. <i>Journal of Business Research</i> , 2021, 131, 69-80.	5.8	20
56	Managing corporate crisis in China: Sentiment, reason, and law. <i>Business Horizons</i> , 2015, 58, 193-201.	3.4	17
57	The effects of volume consolidation on buyer-supplier relationships: A study of Chinese firms. <i>Journal of Purchasing and Supply Management</i> , 2010, 16, 152-162.	3.1	16
58	Team Size, Research Variety, and Research Performance: Do Coauthors' Coauthors Matter?. <i>Journal of Informetrics</i> , 2021, 15, 101205.	1.4	14
59	Trust Erosion During Industry-Wide Crises: The Central Role of Consumer Legitimacy Judgement. <i>Journal of Business Ethics</i> , 2022, 175, 95-116.	3.7	12
60	When does social exclusion increase or decrease food self-regulation? The moderating role of time orientation. <i>Journal of Consumer Behaviour</i> , 2018, 17, 34-46.	2.6	11
61	The Quality Dimensions of Internet Retail Food Purchasing. <i>Journal of Foodservice Business Research</i> , 2002, 5, 25-46.	1.3	10
62	Challenges in gaining supply chain competitiveness: Supplier response strategies and determinants. <i>Industrial Marketing Management</i> , 2018, 72, 138-151.	3.7	10
63	Brand Loyalty Versus Store Loyalty: Consumers' Role in Determining Dependence Structure of Supplier-Retailer Dyads. <i>Journal of Business-to-Business Marketing</i> , 2017, 24, 139-160.	0.8	9
64	The joint-liability mechanism: controlling opportunism through peer monitoring among Chinese supplier groups. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 640-653.	1.8	8
65	A two-path model on the effects of positivity and empathy reflected by online reviews: a choice mechanism perspective. <i>International Journal of Internet Marketing and Advertising</i> , 2012, 7, 260.	0.1	7
66	Which Privacy Policy Works, Privacy Assurance or Personalization Declaration? An Investigation of Privacy Policies and Privacy Concerns. <i>Journal of Business Ethics</i> , 2022, 176, 781-798.	3.7	7
67	On boundary spanners and interfirm embeddedness: The role of guanxi institution in China. <i>Journal of Purchasing and Supply Management</i> , 2021, 27, 100671.	3.1	7
68	The performance implications of perceptual differences of dependence in marketing channels. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014, 26, 344-364.	1.8	6
69	Guest editorial: Impact of artificial intelligence on business strategy in emerging markets: a conceptual framework and future research directions. <i>International Journal of Emerging Markets</i> , 2022, 17, 917-929.	1.3	6
70	Enhancing compliance among channel members by modeling reward events: matching motivation and ability with model selection. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 331-349.	7.2	5
71	The impact of brand credibility and brand personality on purchase intention: An empirical study in China. <i>Advances in International Marketing</i> , 2011, , 137-153.	0.3	4
72	Market signals: web site investment and physical store existence. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014, 26, 94-113.	1.8	4

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73	Perceptual difference of dependence and trust in marketing channel: reconsideration of dependence measurement. <i>Asian Business and Management</i> , 2021, 20, 78-104.	1.7	4
74	Contextual influences on marketing and consumerism: an East Asian perspective. <i>International Marketing Review</i> , 2021, 38, 641-656.	2.2	4
75	The effects of government relation and institutional environments on channel performance. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 587-604.	1.8	3
76	The Joint Effects of Formal Institutions and Business Characteristics on Interfirm <i>Guanxi</i> in China: A Fuzzy Set Analysis. <i>Journal of Business-to-Business Marketing</i> , 2020, 27, 151-174.	0.8	3
77	Boundary spanner closeness to partner firm as relational governance in turbulent versus stable environments. <i>European Journal of Marketing</i> , 2022, 56, 252-282.	1.7	2