

Zhilin Yang

List of Publications by Year in Descending Order

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

76
papers

5,372
citations

32
h-index

73
g-index

78
ext. papers

6,187
ext. citations

5.2
avg, IF

6.05
L-index

#	Paper	IF	Citations
76	Boundary spanner closeness to partner firm as relational governance in turbulent versus stable environments. <i>European Journal of Marketing</i> , 2022, 56, 252-282	4.4	0
75	Contextual influences on marketing and consumerism: an East Asian perspective. <i>International Marketing Review</i> , 2021, 38, 641-656	4.4	1
74	Curbing opportunism in marketing channels: The roles of influence strategy and perceived fairness. <i>Journal of Business Research</i> , 2021, 131, 69-80	8.7	3
73	Does self-disclosure matter? A dynamic two-stage perspective for the personalization-privacy paradox. <i>Journal of Business Research</i> , 2021, 124, 667-675	8.7	14
72	Perceptual difference of dependence and trust in marketing channel: reconsideration of dependence measurement. <i>Asian Business and Management</i> , 2021, 20, 78-104	2.4	0
71	On boundary spanners and interfirm embeddedness: The role of guanxi institution in China. <i>Journal of Purchasing and Supply Management</i> , 2021, 27, 100671	5.7	2
70	Team Size, Research Variety, and Research Performance: Do Coauthors Coauthors Matter?. <i>Journal of Informetrics</i> , 2021, 15, 101205	3.1	0
69	Which Privacy Policy Works, Privacy Assurance or Personalization Declaration? An Investigation of Privacy Policies and Privacy Concerns. <i>Journal of Business Ethics</i> , 2020, 1	4.3	2
68	The Joint Effects of Formal Institutions and Business Characteristics on Interfirm Guanxi in China: A Fuzzy Set Analysis. <i>Journal of Business-to-Business Marketing</i> , 2020, 27, 151-174	2.3	1
67	Trust Erosion During Industry-Wide Crises: The Central Role of Consumer Legitimacy Judgement. <i>Journal of Business Ethics</i> , 2020, 1	4.3	3
66	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	12.4	1
65	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	4.3	11
64	Challenges in gaining supply chain competitiveness: Supplier response strategies and determinants. <i>Industrial Marketing Management</i> , 2018, 72, 138-151	6.9	5
63	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	3	6
62	The relationships between distance factors and international collaborative research outcomes: A bibliometric examination. <i>Journal of Informetrics</i> , 2018, 12, 618-630	3.1	15
61	The effects of government relation and institutional environments on channel performance. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 587-604	3.2	0
60	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	8.7	21

59	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	2.3	2
58	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	4.1	32
57	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	3	6
56	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	8.7	23
55	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	3.9	87
54	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	6.9	60
53	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	8.7	83
52	Managing corporate crisis in China: Sentiment, reason, and law. <i>Business Horizons</i> , 2015 , 58, 193-201	10.1	13
51	The Developmental Process of Unethical Consumer Behavior: An Investigation Grounded in China. <i>Journal of Business Ethics</i> , 2015 , 128, 411-432	4.3	17
50	Institutional theory in business marketing: A conceptual framework and future directions. <i>Industrial Marketing Management</i> , 2014 , 43, 721-725	6.9	51
49	Toward a gatekeeping perspective of insider-outsider relationship development in China. <i>Journal of World Business</i> , 2014 , 49, 312-320	6.1	23
48	The performance implications of perceptual differences of dependence in marketing channels. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014 , 26, 344-364	3.2	6
47	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	9.3	51
46	Market signals: web site investment and physical store existence. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2014 , 26, 94-113	3.2	4
45	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	4.1	45
44	Understanding Asian business strategy: Modeling institution-based legitimacy-embedded efficiency. <i>Journal of Business Research</i> , 2013 , 66, 2369-2374	8.7	14
43	Measuring consumer perceptions of online shopping convenience. <i>Journal of Service Management</i> , 2013 , 24, 191-214	7.4	171
42	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	3	66

41	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	2.3	17
40	Dealing with Institutional Distances in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency. <i>Journal of Marketing</i> , 2012 , 76, 41-55	11	173
39	The role of brand image congruity in Chinese consumers' brand preference. <i>Journal of Product and Brand Management</i> , 2012 , 21, 26-34	4.3	25
38	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	0.7	5
37	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		3
36	Unstructured Direct Elicitation of Decision Rules. <i>Journal of Marketing Research</i> , 2011 , 48, 116-127	5.2	21
35	Cooperative norms, structural mechanisms, and supplier performance: Empirical evidence from Chinese manufacturers. <i>Journal of Purchasing and Supply Management</i> , 2011 , 17, 1-10	5.7	18
34	Small business industrial buyers' price sensitivity: Do service quality dimensions matter in business markets?. <i>Industrial Marketing Management</i> , 2011 , 40, 395-404	6.9	34
33	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	6.9	97
32	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	6.9	118
31	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	2.4	23
30	Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences. <i>Journal of Service Research</i> , 2010 , 13, 453-468	6	46
29	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	3.9	66
28	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	2.4	93
27	Implementing supply chain information integration in China: The role of institutional forces and trust?. <i>Journal of Operations Management</i> , 2010 , 28, 257-268	5.2	306
26	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	5.7	11
25	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	8.5	94
24	Addressing the Advertising of Controversial Products in China: An Empirical Approach. <i>Journal of Business Ethics</i> , 2009 , 88, 43-58	4.3	27

23	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009 , 88, 393-397	4.3	32
22	Exploring the governance mechanisms of quasi-integration in buyer-supplier relationships. <i>Journal of Business Research</i> , 2009 , 62, 660-666	8.7	66
21	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	2.4	44
20	Determinants of online service satisfaction and their impacts on behavioural intentions. <i>Total Quality Management and Business Excellence</i> , 2009 , 20, 953-969	2.7	35
19	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	4.4	132
18	Relational ties or customized contracts? An examination of alternative governance choices in China. <i>Journal of International Business Studies</i> , 2008 , 39, 526-534	8.5	121
17	A meta-analysis of effect sizes in international marketing experiments. <i>International Marketing Review</i> , 2008 , 25, 276-291	4.4	18
16	DEVELOPMENT OF COOPERATIVE NORMS IN THE BUYER-SUPPLIER RELATIONSHIP: THE CHINESE EXPERIENCE. <i>Journal of Supply Chain Management</i> , 2008 , 44, 55-70	4.1	108
15	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	8.7	18
14	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	4.1	25
13	A review of research methodologies in international business. <i>International Business Review</i> , 2006 , 15, 601-617	6.2	147
12	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005 , 58, 1049-1058	8.7	194
11	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	6.6	363
10	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	2.1	18
9	Customer perceived value, satisfaction, and loyalty: The role of switching costs. <i>Psychology and Marketing</i> , 2004 , 21, 799-822	3.9	1006
8	Measuring customer perceived online service quality. <i>International Journal of Operations and Production Management</i> , 2004 , 24, 1149-1174	6.8	218
7	Customers' perceptions of online retailing service quality and their satisfaction. <i>International Journal of Quality and Reliability Management</i> , 2004 , 21, 817-840	2	131
6	Online service quality dimensions and their relationships with satisfaction. <i>Journal of Service Management</i> , 2004 , 15, 302-326		276

5	Services quality dimensions of Internet retailing: an exploratory analysis. <i>Journal of Services Marketing</i> , 2003 , 17, 685-700	4	153
4	The Quality Dimensions of Internet Retail Food Purchasing. <i>Journal of Foodservice Business Research</i> , 2002 , 5, 25-46	2.5	9
3	Consumer Perception of E-Service Quality: From Internet Purchaser and Non-Purchaser Perspectives. <i>Journal of Business Strategies</i> , 2002 , 19, 19-42		221
2	International marketing serials: a retrospective. <i>International Marketing Review</i> , 2001 , 18, 667-718	4.4	18
1	How Human-Chatbot Interaction Impairs Charitable Giving: The Role of Moral Judgment. <i>Journal of Business Ethics</i> , 1	4.3	3