

# Kok Wei Khong

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8427438/publications.pdf>

Version: 2024-02-01

47  
papers

1,720  
citations

304368

22  
h-index

301761

39  
g-index

48  
all docs

48  
docs citations

48  
times ranked

1500  
citing authors

#	ARTICLE	IF	CITATIONS
1	Integrating Health Belief Model and Technology Acceptance Model: An Investigation of Health-Related Internet Use. <i>Journal of Medical Internet Research</i> , 2015, 17, e45.	2.1	223
2	Examining the antecedents of persuasive eWOM messages in social media. <i>Online Information Review</i> , 2014, 38, 746-768.	2.2	183
3	Determinants of negative word-of-mouth communication using social networking sites. <i>Information and Management</i> , 2016, 53, 528-540.	3.6	168
4	Antecedents of Green Brand Equity: An Integrated Approach. <i>Journal of Business Ethics</i> , 2014, 121, 203-215.	3.7	111
5	Building trust in internet banking: a trustworthiness perspective. <i>Industrial Management and Data Systems</i> , 2015, 115, 235-252.	2.2	81
6	Analyzing key influences of tourists' acceptance of online reviews in travel decisions. <i>Internet Research</i> , 2018, 28, 564-586.	2.7	78
7	An Investigation of Online Shopping Experience on Trust and Behavioral Intentions. <i>Journal of Internet Commerce</i> , 2015, 14, 233-254.	3.5	67
8	Persuasive Electronic Word-of-Mouth Messages in Social Media. <i>Journal of Computer Information Systems</i> , 2017, 57, 76-88.	2.0	56
9	Examining actual consumer usage of E-wallet: A case study of big data analytics. <i>Computers in Human Behavior</i> , 2021, 121, 106778.	5.1	55
10	Examining the effects of customer service management (CSM) on perceived business performance via structural equation modelling. <i>Applied Stochastic Models in Business and Industry</i> , 2006, 22, 587-605.	0.9	51
11	Motivations of undertaking CSR initiatives by independent hotels: a holistic approach. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 2468-2487.	5.3	47
12	Integrating Behavioural and Branding Perspectives to Maximize Green Brand Equity: A Holistic Approach. <i>Business Strategy and the Environment</i> , 2017, 26, 507-520.	8.5	43
13	Business process re-engineering in Malaysian banks and finance companies. <i>Managing Service Quality</i> , 2003, 13, 54-71.	2.4	40
14	Conceptualizing Persuasive Messages Using ELM in Social Media. <i>Journal of Internet Commerce</i> , 2014, 13, 65-87.	3.5	40
15	Examining the Impacts of Electronic Word-of-Mouth Message on Consumers' Attitude. <i>Journal of Computer Information Systems</i> , 2017, 57, 238-251.	2.0	40
16	Palm oil and its environmental impacts: A big data analytics study. <i>Journal of Cleaner Production</i> , 2020, 274, 122901.	4.6	40
17	Persuasive Communication: A Study of Major Attitude-Behavior Theories in a Social Media Context. <i>Journal of Internet Commerce</i> , 2015, 14, 42-64.	3.5	38
18	Does relationship communication matter in B2C service relationships?. <i>Journal of Services Marketing</i> , 2016, 30, 186-200.	1.7	37

#	ARTICLE	IF	CITATIONS
19	BSEM estimation of network effect and customer orientation empowerment on trust in social media and network environment. <i>Expert Systems With Applications</i> , 2013, 40, 4858-4870.	4.4	32
20	The perceived impact of successful outsourcing on customer service management. <i>Supply Chain Management</i> , 2005, 10, 402-411.	3.7	31
21	The Acquisition of Valuable Resources by Family-Controlled Companies in Malaysia Through Political Connections of Their Independent Directors. <i>Journal of Developing Areas</i> , 2015, 49, 309-319.	0.2	26
22	Shopper perception and loyalty: a stochastic approach to modelling shopping mall behaviour. <i>International Journal of Retail and Distribution Management</i> , 2014, 42, 626-642.	2.7	24
23	Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers. <i>International Journal of Sports Marketing and Sponsorship</i> , 2013, 14, 2-22.	0.8	22
24	The mediating effect of mood on in-store behaviour among Muslim shoppers. <i>Journal of Islamic Marketing</i> , 2014, 5, 178-197.	2.3	20
25	The effects of customer service management on business performance in Malaysian banking industry: an empirical analysis. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2006, 18, 111-128.	1.8	17
26	Path analysis of atmospherics and convenience on flow: the mediation effects of brand affect and brand trust. <i>International Review of Retail, Distribution and Consumer Research</i> , 2012, 22, 277-291.	1.3	17
27	An Exploration of CSR Initiatives Undertaken by Malaysian Hotels: Underlying Motivations from a Managerial Perspective. <i>Procedia, Social and Behavioral Sciences</i> , 2014, 144, 423-432.	0.5	17
28	Can Brain Waves Really Tell If a Product Will Be Purchased? Inferring Consumer Preferences From Single-Item Brain Potentials. <i>Frontiers in Integrative Neuroscience</i> , 2019, 13, 19.	1.0	16
29	Corporate governance and performance of REITs. <i>Managerial Auditing Journal</i> , 2018, 33, 586-612.	1.4	15
30	Sentiment drivers of hotel customers: a hybrid approach using unstructured data from online reviews. <i>Asia-Pacific Journal of Business Administration</i> , 2020, 12, 237-250.	1.5	14
31	Study abroad information in the new media. <i>Journal of Marketing for Higher Education</i> , 2015, 25, 263-286.	2.3	11
32	YouTube Video Comments on Healthy Eating: Descriptive and Predictive Analysis. <i>JMIR Public Health and Surveillance</i> , 2020, 6, e19618.	1.2	9
33	A comparison between structural equation modelling (SEM) and Bayesian SEM approaches on in-store behaviour. <i>Industrial Management and Data Systems</i> , 2018, 118, 41-64.	2.2	6
34	Building an integrated conceptual model of competitive learning capability. <i>Asia-Pacific Journal of Business Administration</i> , 2019, 11, 267-287.	1.5	6
35	Service Quality Index: A Study on Malaysian Banks. <i>Contemporary Management Research</i> , 2009, 5, .	1.4	6
36	New Product Development in an Emerging Economy: Analysing the Role of Supplier Involvement Practices by Using Bayesian Markov Chain Monte Carlo Technique. <i>Journal of Applied Mathematics</i> , 2014, 2014, 1-12.	0.4	5

#	ARTICLE	IF	CITATIONS
37	Conceptualising cues in social media. International Journal of Internet Marketing and Advertising, 2015, 9, 233.	0.1	5
38	Conceptualizing and validating resource recombination in context of higher educational institution competitiveness. International Journal of Organizational Analysis, 2020, 28, 889-916.	1.6	5
39	Online Advertising: A Study on Malaysian Consumers. SSRN Electronic Journal, 0, , .	0.4	4
40	An Exploratory Investigation of Study-Abroad Online Information Cues. Journal of Teaching in International Business, 2015, 26, 177-196.	0.2	4
41	Effectiveness of Customer Relationship Management on Customer Satisfaction in the Commercial Banks of Taiwan. Contemporary Management Research, 2011, 7, .	1.4	3
42	ANTECEDENTS OF CONSUMER-BASED ELECTRONIC RETAIL BRAND EQUITY: AN INTEGRATED MODEL. Asian Academy of Management Journal, 2018, 23, 69-99.	0.9	3
43	Managing corporate brand behavioural integrity: a case of alleged violation of Halal certification. Journal of Islamic Marketing, 2021, 12, 1219-1238.	2.3	2
44	Customer Relationship Management: Is It Still Relevant to Commercial Banks in Taiwan?. International Journal of Business and Management, 2011, 7, .	0.1	1
45	The impact of product attributes and promotion on credit card subscription decisions: an empirical study. International Journal of Modelling in Operations Management, 2012, 2, 204.	0.0	1
46	Software Development Process on Proc Calis. SSRN Electronic Journal, 0, , .	0.4	0
47	SITUATIONAL, INDIVIDUAL, AND SOCIAL NETWORK DETERMINANTS OF NEGATIVE ONLINE WORD-OF-MOUTH. , 2014, , .		0