

Yi Xiang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8502972/publications.pdf>

Version: 2024-02-01

2
papers

5
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

0
citing authors

#	ARTICLE	IF	CITATIONS
1	Designing the content of advertising in a differentiated market. International Journal of Research in Marketing, 2022, 39, 190-211.	4.2	3
2	The Effect of Marketing Breadth and Competitive Spread on Category Growth. Production and Operations Management, 2022, 31, 622-644.	3.8	2