

Liu Rong

List of Publications by Year in descending order

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2
papers

21
citations

3311381
1
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3475538
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g-index

2
all docs

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docs citations

2
times ranked

12
citing authors

#	ARTICLE	IF	CITATIONS
1	The influence of mobile QR code payment on payment pleasure: evidence from China. International Journal of Bank Marketing, 2021, 39, 337-356.	6.4	19
2	Interaction orientation based on value co-creation theory: scale development and validation. Journal of Contemporary Marketing Science, 2019, 2, 298-322.	1.1	2