

Clark Hu

List of Publications by Year in descending order

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Version: 2024-02-01

43
papers

2,407
citations

257450

24
h-index

233421

45
g-index

45
all docs

45
docs citations

45
times ranked

1861
citing authors

#	ARTICLE	IF	CITATIONS
1	Investigating the Impacts of Hotel Brand Experience on Brand Loyalty: The Mediating Role of Brand Positioning. <i>International Journal of Hospitality and Tourism Administration</i> , 2022, 23, 1102-1124.	2.5	5
2	The incorporation of Mainland Chinese tourists' experiences into the Taiwan hotel branding process. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 1368-1391.	3.2	3
3	The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. <i>Journal of China Tourism Research</i> , 2021, 17, 395-414.	1.9	6
4	Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. <i>International Journal of Hospitality Management</i> , 2020, 89, 102566.	8.8	41
5	The concept of smart tourism in the context of tourism information services. <i>Tourism Management</i> , 2017, 58, 293-300.	9.8	322
6	Understanding Active Loyalty Behavior in Hotel Reward Programs Through Customers'™ Switching Costs and Perceived Program Value. <i>Journal of Travel and Tourism Marketing</i> , 2015, 32, 308-324.	7.0	28
7	Where is the love?. <i>International Journal of Contemporary Hospitality Management</i> , 2014, 26, 572-592.	8.0	42
8	Restaurant revenue management: Do perceived capacity scarcity and price differences matter?. <i>International Journal of Hospitality Management</i> , 2013, 35, 316-326.	8.8	40
9	The Role of Incongruity and Involvement in Destination Print Advertising. <i>Asia Pacific Journal of Tourism Research</i> , 2012, 17, 432-450.	3.7	4
10	The effect of Facebook users'™ arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. <i>International Journal of Hospitality Management</i> , 2012, 31, 819-827.	8.8	244
11	A social network perspective of tourism research collaborations. <i>Annals of Tourism Research</i> , 2010, 37, 1012-1034.	6.4	177
12	Harness the power of viral marketing in hotel industry: a network discount strategy. <i>Journal of Hospitality and Tourism Technology</i> , 2010, 1, 234-244.	3.8	15
13	Mobile-mediated virtual experience in tourism: Concept, typology and applications. <i>Journal of Vacation Marketing</i> , 2009, 15, 149-164.	4.3	93
14	A Framework for Knowledge-Based Crisis Management in the Hospitality and Tourism Industry. <i>Cornell Hospitality Quarterly</i> , 2009, 50, 561-577.	3.8	98
15	Affect, Travel Motivation, and Travel Intention: a Senior Market. <i>Journal of Hospitality and Tourism Research</i> , 2009, 33, 51-73.	2.9	234
16	Understanding strategic alignment for destination marketing and the 2004 Athens Olympic Games: Implications from extracted tacit knowledge. <i>Tourism Management</i> , 2008, 29, 929-939.	9.8	54
17	Visual representation of knowledge networks: A social network analysis of hospitality research domain. <i>International Journal of Hospitality Management</i> , 2008, 27, 302-312.	8.8	120
18	Exploring the Role of Innovative Technologies in Building a Knowledge-Based Destination. <i>Current Issues in Tourism</i> , 2008, 11, 407-428.	7.2	58

#	ARTICLE	IF	CITATIONS
19	eCRM System Adoption by Hospitality Organizations: A Technology-Organization-Environment (TOE) Framework. <i>Journal of Hospitality Marketing and Management</i> , 2008, 17, 30-58.	0.4	41
20	Demonstrating an Exploratory-Confirmatory Factor Approach to Travel Activity Patterns: A Study of French Pleasure Travelers to North America. <i>Tourism Analysis</i> , 2007, 12, 149-164.	0.9	2
21	Examining E-Relationship Marketing Features on Hotel Websites. <i>Journal of Travel and Tourism Marketing</i> , 2007, 21, 33-48.	7.0	28
22	Text mining a decade of progress in hospitality human resource management research: Identifying emerging thematic development. <i>International Journal of Hospitality Management</i> , 2007, 26, 131-147.	8.8	72
23	Adopting e-Procurement technology in a chain hotel: An exploratory case study. <i>International Journal of Hospitality Management</i> , 2007, 26, 886-898.	8.8	25
24	Language representation of restaurants: Implications for developing online recommender systems. <i>International Journal of Hospitality Management</i> , 2007, 26, 1005-1018.	8.8	19
25	Exploring Family Roles in Purchasing Decisions During Vacation Planning. <i>Journal of Travel and Tourism Marketing</i> , 2007, 20, 107-125.	7.0	59
26	Benchmarking as a Strategic Tool for Destination Management Organizations. <i>Journal of Travel and Tourism Marketing</i> , 2007, 22, 81-93.	7.0	20
27	Knowledge Mapping for Safe Festivals and Events: An Ontological Approach. <i>Event Management</i> , 2007, 11, 71-80.	1.1	7
28	A Canonical Correlation Analysis of E-Relationship Marketing and Hotel Financial Performance. <i>Tourism and Hospitality Research</i> , 2006, 6, 241-250.	3.8	30
29	Examining Job-Related Factors Perceived by Salespersons in the U.S. Timeshare Industry. <i>Journal of Travel and Tourism Marketing</i> , 2005, 19, 29-38.	7.0	9
30	Marketing Hospitality and Tourism Education on the Internet: An Analysis of e-Relationship Marketing Features. <i>Journal of Hospitality and Tourism Education</i> , 2005, 17, 11-21.	3.2	8
31	e-Procurement: an emerging tool for the hotel supply chain management. <i>International Journal of Hospitality Management</i> , 2005, 24, 369-389.	8.8	59
32	Service quality gap analysis toward customer loyalty: practical guidelines for casino hotels. <i>International Journal of Hospitality Management</i> , 2005, 24, 465-472.	8.8	78
33	Online Travel Planning and College Students. <i>Journal of Travel and Tourism Marketing</i> , 2004, 17, 79-91.	7.0	31
34	Perceptions of Job Satisfaction and Job Performance in the Timeshare Industry. <i>Journal of Human Resources in Hospitality and Tourism</i> , 2004, 2, 53-67.	2.0	8
35	Considering Specializations: An Alternative for Ranking Hospitality and Tourism Graduate Programs. <i>Journal of Hospitality and Tourism Education</i> , 2004, 16, 18-24.	3.2	8
36	Forecasting in Short-Term Planning and Management for a Casino Buffet Restaurant. <i>Journal of Travel and Tourism Marketing</i> , 2004, 16, 79-98.	7.0	21

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37	Analyzing Hotel Customers' E-Complaints from an Internet Complaint Forum. <i>Journal of Travel and Tourism Marketing</i> , 2004, 17, 167-181.	7.0	95
38	Academia Meets Industry: A Need Analysis of Course Contents in U.S. Gaming Education. <i>Journal of Hospitality and Tourism Education</i> , 2004, 16, 32-39.	3.2	9
39	Opinions of their profession by sales and marketing experts in the timeshare industry. <i>International Journal of Hospitality Management</i> , 2002, 21, 239-244.	8.8	8
40	Evolving Learning Environments: Another Team-Based Example in Higher Education. <i>Journal of Hospitality and Tourism Education</i> , 1999, 10, 30-37.	3.2	12
41	Validating Teaching Competencies in Hospitality Education: Faculty Members' Perspective. <i>Journal of Hospitality and Tourism Education</i> , 1997, 9, 39-46.	3.2	4
42	Diverse developments in travel and tourism marketing: a thematic approach. <i>International Journal of Contemporary Hospitality Management</i> , 1996, 8, 33-43.	8.0	53
43	Hybrid Conjoint Analysis as a Research Technique to Measure Meeting Planners' Preferences in Hotel Selection. <i>Journal of Travel Research</i> , 1996, 35, 62-69.	9.0	62