

# Siyu Gong

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9466718/publications.pdf>

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3  
papers

110  
citations

2258059

3  
h-index

2550090

3  
g-index

3  
all docs

3  
docs citations

3  
times ranked

75  
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of cultural values in green purchasing intention: Empirical evidence from Chinese consumers. <i>International Journal of Consumer Studies</i> , 2019, 43, 315-326.	11.6	76
2	Green branding effects on consumer response: examining a brand stereotype-based mechanism. <i>Journal of Product and Brand Management</i> , 2021, 30, 1033-1046.	4.3	29
3	When is sustainability an asset? The interaction effects between the green attributes and product category. <i>Journal of Product and Brand Management</i> , 2022, 31, 971-983.	4.3	5