

Siyu Gong

List of Publications by Year in descending order

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Version: 2024-02-01

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	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
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	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