

Che-Hui Lien

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9522029/publications.pdf>

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18
papers

1,523
citations

840585

11
h-index

996849

15
g-index

18
all docs

18
docs citations

18
times ranked

1342
citing authors

#	ARTICLE	IF	CITATIONS
1	The comparisons of data mining techniques for the predictive accuracy of probability of default of credit card clients. <i>Expert Systems With Applications</i> , 2009, 36, 2473-2480.	4.4	466
2	Examining WeChat users'™ motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. <i>Computers in Human Behavior</i> , 2014, 41, 104-111.	5.1	389
3	Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. <i>Asia Pacific Management Review</i> , 2015, 20, 210-218.	2.6	230
4	Service quality, satisfaction, stickiness, and usage intentions: An exploratory evaluation in the context of WeChat services. <i>Computers in Human Behavior</i> , 2017, 68, 403-410.	5.1	169
5	Electronic word-of-mouth (eWOM) on WeChat: examining the influence of sense of belonging, need for self-enhancement, and consumer engagement on Chinese travellers'™ eWOM. <i>International Journal of Advertising</i> , 2019, 38, 26-49.	4.2	113
6	Trust transfer and the effect of service quality on trust in the healthcare industry. <i>Managing Service Quality</i> , 2014, 24, 399-416.	2.4	37
7	Applications of web mining for marketing of online bookstores. <i>Expert Systems With Applications</i> , 2009, 36, 11249-11256.	4.4	23
8	Self-service technology adoption by air passengers: a case study of fast air travel services in Taiwan. <i>Service Industries Journal</i> , 2021, 41, 671-695.	5.0	22
9	Cosmetics purchasing behavior " An analysis using association reasoning neural networks. <i>Expert Systems With Applications</i> , 2010, 37, 7219-7226.	4.4	17
10	Positive moods and word-of-mouth in the banking industry. <i>International Journal of Bank Marketing</i> , 2018, 36, 764-783.	3.6	17
11	Evaluation approach to stock trading system using evolutionary computation. <i>Expert Systems With Applications</i> , 2011, 38, 794-803.	4.4	11
12	Fuzzy rule-based stock trading system. , 2011, , .		11
13	The effects of smartphone users'™ core self-evaluations and stickiness on intentions to download free social media apps. <i>Journal of Decision Systems</i> , 2016, 25, 263-272.	2.2	6
14	Evaluating real estate development project with Monte Carlo based binomial options pricing model. <i>Applied Economics Letters</i> , 2020, 27, 307-324.	1.0	5
15	Anxious attachment, relational embeddedness, trust, co-production, and performance: An empirical study in online business-to-business relationships. <i>Telematics and Informatics</i> , 2017, 34, 1514-1523.	3.5	4
16	Growth and value hybrid valuation model based on mean reversion. <i>Applied Economics</i> , 0, , 1-25.	1.2	2
17	Building multi-factor stock selection models using balanced split regression trees with sorting normalisation and hybrid variables. <i>International Journal of Foresight and Innovation Policy</i> , 2015, 10, 48.	0.2	1
18	An Empirical Study of Sellers' Information Manipulation in the Online Auction Market. , 2008, , .		0