

# Cheng Xu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9671738/publications.pdf>

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1  
papers

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citations

3311381

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3475538

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times ranked

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#	ARTICLE	IF	CITATIONS
1	The effect of shopping channel (online vs offline) on consumer decision process and firm's marketing strategy. <i>Internet Research</i> , 2022, 32, 971-987.	4.9	10