

Chuanhong Chen

List of Publications by Year in descending order

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Version: 2024-02-01

3
papers

37
citations

2258059

3
h-index

2550090

3
g-index

3
all docs

3
docs citations

3
times ranked

22
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of online shopping festival promotion strategies on consumer participation intention. Industrial Management and Data Systems, 2020, 120, 2375-2395.	3.7	24
2	Effects of Singlesâ€™ Day atmosphere stimuli and Confucian values on consumer purchase intention. Asia Pacific Journal of Marketing and Logistics, 2019, 32, 1387-1405.	3.2	9
3	Understanding entity shared product usage: an innovation-adoption coupling model. Asia Pacific Journal of Marketing and Logistics, 2022, 34, 1659-1680.	3.2	4