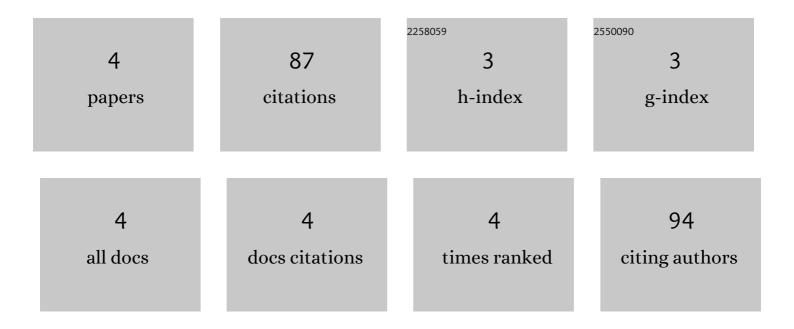
## Sijun Wang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/977241/publications.pdf Version: 2024-02-01



SHUN WANC

#	Article	IF	CITATIONS
1	Frontline Service Employee Compliance With Customer Special Requests. Journal of Service Research, 2016, 19, 158-173.	12.2	41
2	The Effect of Online versus Offline Retailer-Brand Image Incongruity on the Flow Experience. Journal of Marketing Theory and Practice, 2015, 23, 370-387.	4.3	30
3	Franchisor's Cumulative Franchising Experience and Its Impact on Franchising Management Strategies. Journal of Marketing Channels, 2008, 15, 43-69.	0.4	12
4	Advocates and adversaries: examining the role of supplier advocacy on customer reacquisition. Journal of Personal Selling and Sales Management, 0, , 1-14.	2.8	4