

Yanxia Cheng

List of Publications by Year in descending order

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8
papers

29
citations

2682572

2
h-index

2550090

3
g-index

8
all docs

8
docs citations

8
times ranked

18
citing authors

#	ARTICLE	IF	CITATIONS
1	Role of Personalization in Continuous Use Intention of Mobile News Apps in India: Extending the UTAUT2 Model. Information (Switzerland), 2020, 11, 33.	2.9	25
2	Prediction of Perceived Utility of Consumer Online Reviews Based on LSTM Neural Network. Mobile Information Systems, 2021, 2021, 1-7.	0.6	3
3	Determinants of Continuous Use Intention of News Apps in India: Towards an Integrated Model. International Journal of Human-Computer Interaction, 2023, 39, 2450-2467.	4.8	1
4	Study on the Formation Mechanism of the Synergetic Marketing Force System. , 2008, , .		0
5	Notice of Retraction: Researches on Stage Recognition and Model of Marketing Force Synergy Interface Management. , 2009, , .		0
6	Research on the division of Marketing Grid. , 2011, , .		0
7	Research on marketing channel grid resource integration and configuration. WIT Transactions on Information and Communication Technologies, 2013, , .	0.0	0
8	Evolution and Quality Analysis Algorithm of Consumer Online Reviews Based on Data Fusion and Multiobjective Optimization. Journal of Sensors, 2021, 2021, 1-14.	1.1	0