

Attractiveness, expertise and closeness: The effect of so
political endorser on social media in China

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#	ARTICLE	IF	CITATIONS
1	Social Media Influencer Credibility and Social Influence on Intention to Use Fintech in Indonesia. SSRN Electronic Journal, 0, , .	0.4	3
2	The role of perceived religiosity in strengthening celebrity endorserâ€™s credibility dimensions. Cogent Business and Management, 2021, 8, 1956066.	2.9	2
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4	Celebrity endorsements, whitening products, and consumer purchase intentions: A review of literature. Journal of Cosmetic Dermatology, 2022, 21, 4194-4204.	1.6	1
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