

Sijun Wang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10971734/publications.pdf>

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9
papers

375
citations

1307594

7
h-index

1474206

9
g-index

9
all docs

9
docs citations

9
times ranked

325
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of cumulative online purchasing experience in service recovery management. Journal of Interactive Marketing, 2005, 19, 54-66.	6.2	114
2	Betrayal? Relationship quality implications in service recovery. Journal of Services Marketing, 2009, 23, 385-396.	3.0	61
3	Congruity's role in website attitude formation. Journal of Business Research, 2009, 62, 609-615.	10.2	56
4	Employees' Decision Making in the Face of Customers' Fuzzy Return Requests. Journal of Marketing, 2012, 76, 69-86.	11.3	54
5	Frontline Service Employee Compliance With Customer Special Requests. Journal of Service Research, 2016, 19, 158-173.	12.2	41
6	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
7	When do frontline service employees feel more grateful?. European Journal of Marketing, 2020, 54, 2107-2137.	2.9	13
8	Adapting sales influence tactics in the information intensive era. Journal of Business and Industrial Marketing, 2021, 36, 1261-1272.	3.0	5
9	Evaluating Customer Special Requests. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2019, , 573-579.	0.2	1