

Leilei Gao

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11179503/publications.pdf>

Version: 2024-02-01

2
papers

41
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

35
citing authors

#	ARTICLE	IF	CITATIONS
1	The Influence of Initial Possession Level on Consumers' Adoption of a Collection Goal: A Tipping Point Effect. <i>Journal of Marketing</i> , 2014, 78, 143-156.	11.3	22
2	Wanting Ever More: Acquisition Procedure Motivates Continued Reward Acquisition. <i>Journal of Consumer Research</i> , 2016, 43, 230-245.	5.1	19