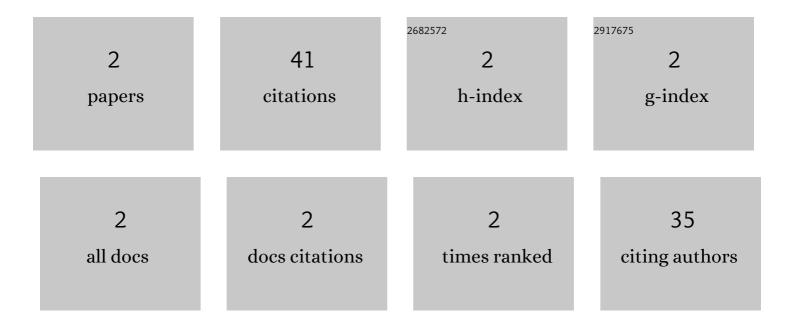
Leilei Gao

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11179503/publications.pdf Version: 2024-02-01



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