

# Zhe Zhang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11244451/publications.pdf>

Version: 2024-02-01

3  
papers

32  
citations

2682572

2  
h-index

2550090

3  
g-index

3  
all docs

3  
docs citations

3  
times ranked

9  
citing authors

#	ARTICLE	IF	CITATIONS
1	Mickey Dâ€™s Has More Street Cred Than McDonaldâ€™s: Consumer Brand Nickname Use Signals Information Authenticity. <i>Journal of Marketing</i> , 2021, 85, 58-73.	11.3	17
2	Call Me Rollie! The Role of Brand Nicknames in Shaping Consumer-Brand Relationships. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 147-162.	1.7	14
3	Consumersâ€™ preference for brand prominence in the context of identity-based consumption for self versus for others: The role of self-construal. <i>Journal of Global Scholars of Marketing Science</i> , 2022, 32, 530-553.	2.0	1