

Zhe Zhang

List of Publications by Year in descending order

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

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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	Consumers' 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
2	Mickey D's Has More Street Cred Than McDonald's: Consumer Brand Nickname Use Signals Information Authenticity. <i>Journal of Marketing</i> , 2021, 85, 58-73.	11.3	17
3	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