

# Chi Kin Yim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11302677/publications.pdf>

Version: 2024-02-01

13  
papers

3,452  
citations

1040056

9  
h-index

1199594

12  
g-index

13  
all docs

13  
docs citations

13  
times ranked

2493  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effects of Strategic Orientations on Technology- and Market-Based Breakthrough Innovations. <i>Journal of Marketing</i> , 2005, 69, 42-60.	11.3	1,269
2	Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services across Cultures. <i>Journal of Marketing</i> , 2010, 74, 48-64.	11.3	884
3	A Price Expectations Model of Customer Brand Choice. <i>Journal of Marketing Research</i> , 1990, 27, 251-262.	4.8	311
4	Consumer Price and Promotion Expectations: An Experimental Study. <i>Journal of Marketing Research</i> , 1992, 29, 90-100.	4.8	281
5	Do Customers and Employees Enjoy Service Participation? Synergistic Effects of Self- and Other-Efficacy. <i>Journal of Marketing</i> , 2012, 76, 121-140.	11.3	263
6	On what should firms focus in transitional economies? A study of the contingent value of strategic orientations in China. <i>International Journal of Research in Marketing</i> , 2007, 24, 3-15.	4.2	155
7	A social institutional approach to identifying generation cohorts in China with a comparison with American consumers. <i>Journal of International Business Studies</i> , 2007, 38, 836-853.	7.3	128
8	Multiple reference effects in service evaluations: Roles of alternative attractiveness and self-image congruity. <i>Journal of Retailing</i> , 2007, 83, 147-157.	6.2	121
9	An Investigation of Nonbeneficiary Reactions to Discretionary Preferential Treatments. <i>Journal of Service Research</i> , 2019, 22, 371-387.	12.2	16
10	Engaging Customer Cocreation in New Product Development Through Foreign Subsidiaries: Influences of Multinational Corporationsâ€™ Global Integration and Local Adaptation Mechanisms. <i>Journal of International Marketing</i> , 2020, 28, 59-80.	4.4	12
11	Effects of dominance transitions on advice adherence in professional service conversations. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 919-938.	11.2	5
12	How firms can create delightful customer experience? Contrasting roles of future reward uncertainty. <i>Journal of Business Research</i> , 2022, 147, 477-490.	10.2	5
13	Customer centricity and customer co-creation in services: the double-edged effects. , 2019, , .		2