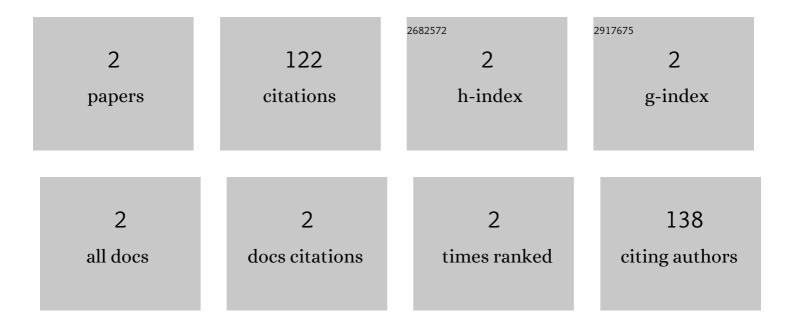
## **Xiaoling Zhang**

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11955252/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	An Examination of Social Influence on Shopper Behavior Using Video Tracking Data. Journal of Marketing, 2014, 78, 24-41.	11.3	108
2	Modeling the effects of dynamic group influence on shopper zone choice, purchase conversion, and spending. Journal of the Academy of Marketing Science, 2018, 46, 1089-1107.	11.2	14