

Xiaoling Zhang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11955252/publications.pdf>

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2
papers

122
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

138
citing authors

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