

# Yu-Ting Lin

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3315159/publications.pdf>

Version: 2024-02-01

9  
papers

264  
citations

1307594

7  
h-index

1474206

9  
g-index

11  
all docs

11  
docs citations

11  
times ranked

239  
citing authors

#	ARTICLE	IF	CITATIONS
1	Improvised Marketing Interventions in Social Media. <i>Journal of Marketing</i> , 2020, 84, 69-91.	11.3	67
2	Avatar Design of Virtual Salespeople: Mitigation of Recommendation Conflicts. <i>Journal of Service Research</i> , 2021, 24, 141-159.	12.2	46
3	Effective Behavioral Changes through a Digital mHealth App: Exploring the Impact of Hedonic Well-Being, Psychological Empowerment and Inspiration. <i>JMIR MHealth and UHealth</i> , 2018, 6, e10024.	3.7	39
4	Blinds up or down?. <i>European Journal of Marketing</i> , 2018, 52, 476-498.	2.9	38
5	Evaluation of Two Mobile Health Apps in the Context of Smoking Cessation: Qualitative Study of Cognitive Behavioral Therapy (CBT) Versus Non-CBT-Based Digital Solutions. <i>JMIR MHealth and UHealth</i> , 2018, 6, e98.	3.7	29
6	Strong Anxiety Boosts New Product Adoption When Hope Is Also Strong. <i>Journal of Marketing</i> , 2020, 84, 60-78.	11.3	25
7	Expectation-based coepetition approach to service experience design. <i>Simulation Modelling Practice and Theory</i> , 2013, 34, 64-85.	3.8	15
8	Is Talking About the Future a Curse or a Blessing? The Effects of Future-Focused Message Framing on Fundraising Performance. <i>IEEE Transactions on Engineering Management</i> , 2021, 68, 970-981.	3.5	3
9	Tyrant Leaders as e-Government Service Promoters: The Role of Transparency and Tyranny in the Implementation of e-Government Service. <i>Lecture Notes in Computer Science</i> , 2017, , 9-18.	1.3	1