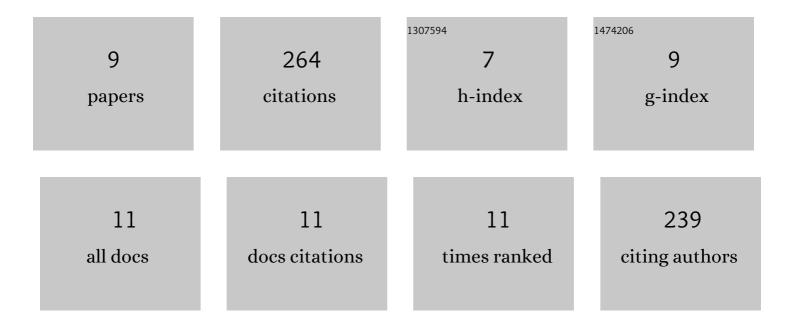
## Yu-Ting Lin

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3315159/publications.pdf Version: 2024-02-01



YU-TING LIN

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