

Xing-Yu Chu

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3455321/publications.pdf>

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7
papers

117
citations

1684188
5
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

74
citing authors

#	ARTICLE	IF	CITATIONS
1	The give and take of cause-related marketing: purchasing cause-related products licenses consumer indulgence. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 203-221.	11.2	48
2	Is cash always king? Bundling productâ€“cause fit and product type in causeâ€“related marketing. <i>Psychology and Marketing</i> , 2018, 35, 990-1009.	8.2	28
3	Values Created from Far and Near: Influence of Spatial Distance on Brand Evaluation. <i>Journal of Marketing</i> , 2021, 85, 162-175.	11.3	10
4	What should we call this color? The influence of colorâ€“naming on consumers' attitude toward the product. <i>Psychology and Marketing</i> , 2020, 37, 942-960.	8.2	9
5	â€œI Want It! Can I Get It?â€•How product-model spatial distance and ad appeal affect product evaluations. <i>Journal of Business Research</i> , 2021, 135, 454-463.	10.2	8
6	The healing effect of cute elements. <i>Journal of Consumer Affairs</i> , 2022, 56, 565-596.	2.3	7
7	What goes around comes around: The effect of belief in karma on charitable donation behavior. <i>Psychology and Marketing</i> , 2022, 39, 1065-1077.	8.2	7