

# 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 healing effect of cute elements. <i>Journal of Consumer Affairs</i> , 2022, 56, 565-596.	2.3	7
2	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
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	“I Want It! Can I Get It?” How product-model spatial distance and ad appeal affect product evaluations. <i>Journal of Business Research</i> , 2021, 135, 454-463.	10.2	8
5	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
6	What should we call this color? The influence of color naming on consumers' attitude toward the product. <i>Psychology and Marketing</i> , 2020, 37, 942-960.	8.2	9
7	Is cash always king? Bundling product-cause fit and product type in cause-related marketing. <i>Psychology and Marketing</i> , 2018, 35, 990-1009.	8.2	28