

Ya You

List of Publications by Year in descending order

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4
papers

473
citations

1937685
4
h-index

2272923
4
g-index

4
all docs

4
docs citations

4
times ranked

394
citing authors

#	ARTICLE	IF	CITATIONS
1	The interplay between brand relationship norms and ease of sharing on electronic word-of-mouth and willingness to pay. <i>Information and Management</i> , 2021, 58, 103410.	6.5	20
2	How CEO/CMO characteristics affect innovation and stock returns: findings and future directions. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1229-1253.	11.2	63
3	The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention. <i>Journal of Advertising</i> , 2020, 49, 213-233.	6.6	23
4	A Meta-Analysis of Electronic Word-of-Mouth Elasticity. <i>Journal of Marketing</i> , 2015, 79, 19-39.	11.3	367