

Hean Tat Keh

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3989397/publications.pdf>

Version: 2024-02-01

57
papers

4,620
citations

147801

31
h-index

144013

57
g-index

58
all docs

58
docs citations

58
times ranked

3336
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of entrepreneurial orientation and marketing information on the performance of SMEs. <i>Journal of Business Venturing</i> , 2007, 22, 592-611.	6.3	607
2	Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. <i>Industrial Marketing Management</i> , 2009, 38, 732-742.	6.7	549
3	Opportunity Evaluation under Risky Conditions: The Cognitive Processes of Entrepreneurs. <i>Entrepreneurship Theory and Practice</i> , 2002, 27, 125-148.	10.2	459
4	How Do Price Fairness Perceptions Differ across Culture?. <i>Journal of Marketing Research</i> , 2010, 47, 564-576.	4.8	197
5	Do reward programs build loyalty for services?The moderating effect of satisfaction on type and timing of rewards. <i>Journal of Retailing</i> , 2006, 82, 127-136.	6.2	184
6	Efficiency, effectiveness and productivity of marketing in services. <i>European Journal of Operational Research</i> , 2006, 170, 265-276.	5.7	176
7	Brand value creation: Analysis of the Interbrand-Business Week brand value rankings. <i>Marketing Letters</i> , 2006, 17, 323-331.	2.9	137
8	Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility between values Matter?. <i>Journal of Marketing</i> , 2012, 76, 92-108.	11.3	137
9	Retail productivity and scale economies at the firm level: a DEA approach. <i>Omega</i> , 2003, 31, 75-82.	5.9	130
10	Customer Reactions to Service Separation. <i>Journal of Marketing</i> , 2010, 74, 55-70.	11.3	121
11	Retail customers as partial employees in service provision: a conceptual framework. <i>International Journal of Retail and Distribution Management</i> , 2001, 29, 370-378.	4.7	114
12	Exclusionary Reactions to Foreign Cultures: Effects of Simultaneous Exposure to Cultures in Globalized Space. <i>Journal of Social Issues</i> , 2011, 67, 716-742.	3.3	105
13	Modelling hybrid distribution channels: a game-theoretic analysis. <i>Journal of Retailing and Consumer Services</i> , 2003, 10, 155-167.	9.4	102
14	Perceptions of Culture in Multicultural Space. <i>Journal of Cross-Cultural Psychology</i> , 2009, 40, 282-300.	1.6	98
15	The Effects of R&D and Advertising on Firm Value: An Examination of Manufacturing and Nonmanufacturing Firms. <i>IEEE Transactions on Engineering Management</i> , 2005, 52, 3-14.	3.5	92
16	A re-examination of service standardization versus customization from the consumer's perspective. <i>Journal of Services Marketing</i> , 2016, 30, 16-28.	3.0	83
17	Consumer reliance on intangible versus tangible attributes in service evaluation: the role of construal level. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 848-865.	11.2	82
18	The Complexities of Perceived Risk in Cross-Cultural Services Marketing. <i>Journal of International Marketing</i> , 2008, 16, 120-146.	4.4	79

#	ARTICLE	IF	CITATIONS
19	The road to consumer forgiveness is paved with money or apology? The roles of empathy and power in service recovery. <i>Journal of Business Research</i> , 2020, 118, 321-334.	10.2	78
20	The Beautiful, the Cheerful, and the Helpful: The Effects of Service Employee Attributes on Customer Satisfaction. <i>Psychology and Marketing</i> , 2013, 30, 211-226.	8.2	77
21	Customer Reactions to Service Separation. <i>Journal of Marketing</i> , 2010, 74, 55-70.	11.3	70
22	The Effects of Advertising and Brand Value on Future Operating and Market Performance. <i>Journal of Advertising</i> , 2007, 36, 91-100.	6.6	66
23	Interorganizational Exchanges in China: Organizational Forms and Governance Mechanisms. <i>Management and Organization Review</i> , 2010, 6, 123-147.	2.1	59
24	Assimilating and Differentiating: The Curvilinear Effect of Social Class on Green Consumption. <i>Journal of Consumer Research</i> , 2021, 47, 914-936.	5.1	59
25	The effects of employee behaviours on customer participation in the service encounter. <i>European Journal of Marketing</i> , 2018, 52, 1203-1222.	2.9	58
26	Powering Sustainable Consumption: The Roles of Green Consumption Values and Power Distance Belief. <i>Journal of Business Ethics</i> , 2021, 169, 499-516.	6.0	53
27	Lay Theories of Medicine and a Healthy Lifestyle. <i>Journal of Consumer Research</i> , 2010, 37, 80-97.	5.1	48
28	The Effect of Attribute Alignability on Service Evaluation: The Moderating Role of Uncertainty. <i>Journal of Consumer Research</i> , 2012, 39, 831-847.	5.1	44
29	“Every coin has two sides” The effects of dialectical thinking and attitudinal ambivalence on psychological discomfort and consumer choice. <i>Journal of Consumer Psychology</i> , 2017, 27, 218-230.	4.5	42
30	The Differential Effects of Online Peer Review and Expert Review on Service Evaluations. <i>Journal of Service Research</i> , 2018, 21, 474-489.	12.2	38
31	Online grocery retailing: success factors and potential pitfalls. <i>Business Horizons</i> , 2001, 44, 73-83.	5.2	37
32	Consumer delight and outrage: scale development and validation. <i>Journal of Service Theory and Practice</i> , 2015, 25, 680-699.	3.2	33
33	Taming the Blame Game: Using Promotion Programs to Counter Product-Harm Crises. <i>Journal of Advertising</i> , 2016, 45, 211-226.	6.6	33
34	To market, to market: the changing face of grocery retailing. <i>Long Range Planning</i> , 1997, 30, 836-846.	4.9	31
35	Nostalgia and consumer preference for indulgent foods: The role of social connectedness. <i>International Journal of Consumer Studies</i> , 2018, 42, 316-326.	11.6	28
36	Customer participation and well-being: the roles of service experience, customer empowerment and social support. <i>Journal of Service Theory and Practice</i> , 2020, 30, 557-584.	3.2	28

#	ARTICLE	IF	CITATIONS
37	Effects of advertising strategy on consumer-brand relationships: A brand love perspective. <i>Frontiers of Business Research in China</i> , 2009, 3, .	4.2	26
38	Shaping consumer preference using alignable attributes: The roles of regulatory orientation and construal level. <i>International Journal of Research in Marketing</i> , 2019, 36, 151-168.	4.2	24
39	The classification of distribution channel output: a review. <i>International Review of Retail, Distribution and Consumer Research</i> , 1997, 7, 145-156.	2.0	19
40	Online movie ratings: a cross-cultural, emerging Asian markets perspective. <i>International Marketing Review</i> , 2015, 32, 366-388.	3.6	19
41	Event-Marketing And Advertising Expenditures. <i>Journal of Advertising Research</i> , 2018, 58, 464-475.	2.1	19
42	Customer perceptions of frontline employeesâ€™ extra-role helping behaviors. <i>Journal of Services Marketing</i> , 2020, 34, 869-883.	3.0	19
43	The Effects of Model Size and Race on Chinese Consumersâ€™ Reactions: A Social Comparison Perspective. <i>Psychology and Marketing</i> , 2016, 33, 177-194.	8.2	17
44	Other-serving bias in advice-taking: When advisors receive more credit than blame. <i>Organizational Behavior and Human Decision Processes</i> , 2015, 130, 13-25.	2.5	16
45	Consumer Responses to High Service Attentiveness: A Cross-Cultural Examination. <i>Journal of International Marketing</i> , 2019, 27, 56-73.	4.4	15
46	Measuring retailer performance: Towards an understanding of productivity. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2000, 9, 160-173.	0.4	14
47	Gimmicky or Effective? The Effects of Imaginative Displays on Customersâ€™ Purchase Behavior. <i>Journal of Marketing</i> , 2021, 85, 109-127.	11.3	14
48	An expanded perspective on power in distribution channels: Strategies and implications. <i>International Review of Retail, Distribution and Consumer Research</i> , 1998, 8, 101-115.	2.0	12
49	Consumer responses to variety in product bundles: The moderating role of evaluation mode. <i>International Journal of Research in Marketing</i> , 2013, 30, 335-342.	4.2	11
50	Integrative Responses to Culture Mixing in Brand Name Translations. <i>Journal of Cross-Cultural Psychology</i> , 2016, 47, 1345-1360.	1.6	11
51	Consumer susceptibility to cross-selling persuasion: The roles of self-construal and interpersonal harmony. <i>Journal of Retailing and Consumer Services</i> , 2017, 34, 177-184.	9.4	11
52	Technological innovations in grocery retailing: retrospect and prospect. <i>Technology in Society</i> , 1998, 20, 195-209.	9.4	10
53	Touch vs. click: how computer interfaces polarize consumersâ€™ evaluations. <i>Marketing Letters</i> , 2020, 31, 265-277.	2.9	9
54	Culturally Polite Communication: Enhancing the Effectiveness of the Localization Strategy. <i>Journal of Cross-Cultural Psychology</i> , 2020, 51, 49-69.	1.6	7

#	ARTICLE	IF	CITATIONS
55	I implement, they deliberate: The matching effects of point of view and mindset on consumer attitudes. Journal of Business Research, 2022, 139, 397-410.	10.2	7
56	Feeling lucky: How framing the target product as a free gift enhances purchase intention. International Journal of Research in Marketing, 2022, 39, 349-363.	4.2	5
57	The differential effects of separated vs. unseparated services. Journal of Service Theory and Practice, 2019, 29, 93-118.	3.2	1