

Yanfen You

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/479184/publications.pdf>

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5
papers

90
citations

2258059

3
h-index

2272923

4
g-index

5
all docs

5
docs citations

5
times ranked

60
citing authors

#	ARTICLE	IF	CITATIONS
1	When and Why Saying “Thank You” Is Better Than Saying “Sorry” in Redressing Service Failures: The Role of Self-Esteem. <i>Journal of Marketing</i> , 2020, 84, 133-150.	11.3	57
2	Restrained by resources: The effect of scarcity cues and childhood socioeconomic status (SES) on consumer preference for feasibility. <i>International Journal of Research in Marketing</i> , 2020, 37, 557-571.	4.2	18
3	“We” are Different: Exploring the Diverse Effects of Friend and Family Accessibility on Consumers' Product Preferences. <i>Journal of Consumer Psychology</i> , 2020, 30, 543-550.	4.5	6
4	From Functional Efficiency to Temporal Efficiency: Multifunctional Products Increase Consumer Impatience. <i>Journal of Consumer Psychology</i> , 0, , .	4.5	5
5	Purchasing luck: The impact of scarcity cues on superstitious behavior. <i>Journal of Consumer Behaviour</i> , 2021, 20, 577-589.	4.2	4