

Zhilin Yang

List of Publications by Year in descending order

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95
papers

7,416
citations

87888

38
h-index

56724

83
g-index

95
all docs

95
docs citations

95
times ranked

4752
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer perceived value, satisfaction, and loyalty: The role of switching costs. <i>Psychology and Marketing</i> , 2004, 21, 799-822.	8.2	1,332
2	Implementing supply chain information integration in China: The role of institutional forces and trust. <i>Journal of Operations Management</i> , 2010, 28, 257-268.	5.2	412
3	Development and validation of an instrument to measure user perceived service quality of information presenting Web portals. <i>Information and Management</i> , 2005, 42, 575-589.	6.5	411
4	Online service quality dimensions and their relationships with satisfaction. <i>Journal of Service Management</i> , 2004, 15, 302-326.	2.0	360
5	Measuring customer perceived online service quality. <i>International Journal of Operations and Production Management</i> , 2004, 24, 1149-1174.	5.9	327
6	Measuring consumer perceptions of online shopping convenience. <i>Journal of Service Management</i> , 2013, 24, 191-214.	7.2	286
7	Developing strategic orientation in China: antecedents and consequences of market and innovation orientations. <i>Journal of Business Research</i> , 2005, 58, 1049-1058.	10.2	247
8	Dealing with Institutional Distances in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency. <i>Journal of Marketing</i> , 2012, 76, 41-55.	11.3	233
9	Customers' perceptions of online retailing service quality and their satisfaction. <i>International Journal of Quality and Reliability Management</i> , 2004, 21, 817-840.	2.0	207
10	Services quality dimensions of Internet retailing: an exploratory analysis. <i>Journal of Services Marketing</i> , 2003, 17, 685-700.	3.0	204
11	A review of research methodologies in international business. <i>International Business Review</i> , 2006, 15, 601-617.	4.8	179
12	Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?. <i>International Marketing Review</i> , 2008, 25, 458-474.	3.6	179
13	Relational ties or customized contracts? An examination of alternative governance choices in China. <i>Journal of International Business Studies</i> , 2008, 39, 526-534.	7.3	145
14	The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. <i>Journal of Global Marketing</i> , 2010, 23, 177-188.	3.4	143
15	Guanxi as a governance mechanism in business markets: Its characteristics, relevant theories, and future research directions. <i>Industrial Marketing Management</i> , 2011, 40, 492-495.	6.7	132
16	DEVELOPMENT OF COOPERATIVE NORMS IN THE BUYER-SUPPLIER RELATIONSHIP: THE CHINESE EXPERIENCE. <i>Journal of Supply Chain Management</i> , 2008, 44, 55-70.	10.2	128
17	Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce?. <i>Service Business</i> , 2016, 10, 301-317.	4.2	127
18	How does organizational learning matter in strategic business performance? The contingency role of guanxi networking. <i>Journal of Business Research</i> , 2015, 68, 1216-1224.	10.2	119

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19	Interpersonal influence as an alternative channel communication behavior in emerging markets: The case of China. <i>Journal of International Business Studies</i> , 2009, 40, 668-689.	7.3	117
20	When do formal control and trust matter? A context-based analysis of the effects on marketing channel relationships in China. <i>Industrial Marketing Management</i> , 2011, 40, 86-96.	6.7	116
21	Brand Trust as a Second-order Factor: An Alternative Measurement Model. <i>International Journal of Market Research</i> , 2008, 50, 817-839.	3.8	98
22	Positive solutions of a second-order integral boundary value problem. <i>Journal of Mathematical Analysis and Applications</i> , 2006, 321, 751-765.	1.0	87
23	Exploring the governance mechanisms of quasi-integration in buyer-supplier relationships. <i>Journal of Business Research</i> , 2009, 62, 660-666.	10.2	87
24	Cross-Cultural Differences in the Effect of Received Word-of-Mouth Referral in Relational Service Exchange. <i>Journal of International Marketing</i> , 2010, 18, 62-80.	4.4	85
25	Positive solutions to a system of second-order nonlocal boundary value problems. <i>Nonlinear Analysis: Theory, Methods & Applications</i> , 2005, 62, 1251-1265.	1.1	83
26	Organizational capabilities and business performance: When and how does the dark side of managerial ties matter?. <i>Industrial Marketing Management</i> , 2016, 55, 70-82.	6.7	79
27	Institutional theory in business marketing: A conceptual framework and future directions. <i>Industrial Marketing Management</i> , 2014, 43, 721-725.	6.7	74
28	The Role of the Guanxi Institution in Skill Acquisition Between Firms: A Study of Chinese Firms. <i>Journal of Supply Chain Management</i> , 2014, 50, 3-23.	10.2	61
29	On the relationship between business environment and competitive priorities: The role of performance frontiers. <i>International Journal of Production Economics</i> , 2014, 151, 131-145.	8.9	60
30	Existence of nontrivial solutions for a nonlinear Sturm-Liouville problem with integral boundary conditions. <i>Nonlinear Analysis: Theory, Methods & Applications</i> , 2008, 68, 216-225.	1.1	57
31	Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences. <i>Journal of Service Research</i> , 2010, 13, 453-468.	12.2	56
32	Existence and nonexistence results for positive solutions of an integral boundary value problem. <i>Nonlinear Analysis: Theory, Methods & Applications</i> , 2006, 65, 1489-1511.	1.1	54
33	The Impacts of Brand Personality and Congruity on Purchase Intention: Evidence From the Chinese Mainland's Automobile Market. <i>Journal of Global Marketing</i> , 2009, 22, 199-215.	3.4	51
34	The Effects of Boundary Spanners' Personal Relationships on Interfirm Collaboration and Conflict: A Study of the Role of Guanxi in China. <i>Journal of Supply Chain Management</i> , 2017, 53, 19-40.	10.2	47
35	Determinants of online service satisfaction and their impacts on behavioural intentions. <i>Total Quality Management and Business Excellence</i> , 2009, 20, 953-969.	3.8	44
36	Confucian/Chopsticks Marketing. <i>Journal of Business Ethics</i> , 2009, 88, 393-397.	6.0	42

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37	Small business industrial buyers' price sensitivity: Do service quality dimensions matter in business markets?. <i>Industrial Marketing Management</i> , 2011, 40, 395-404.	6.7	41
38	Asymmetrical impact of trustworthiness attributes on trust, perceived value and purchase intention. , 2003, , .		39
39	Does self-disclosure matter? A dynamic two-stage perspective for the personalization-privacy paradox. <i>Journal of Business Research</i> , 2021, 124, 667-675.	10.2	39
40	The Effects of Corporate-Brand Credibility, Perceived Corporate-Brand Origin, and Self-Image Congruence on Purchase Intention: Evidence From China's Auto Industry. <i>Journal of Global Marketing</i> , 2011, 24, 58-68.	3.4	38
41	Managing relationships with power advantage buyers: The role of supplier initiated bonding tactics in long-term buyerâ€“supplier collaborations. <i>Journal of Business Research</i> , 2016, 69, 5587-5596.	10.2	37
42	Hospital trust or doctor trust? A fuzzy analysis of trust in the health care setting. <i>Journal of Business Research</i> , 2017, 78, 217-225.	10.2	36
43	Positive solvability of systems of nonlinear Hammerstein integral equations. <i>Journal of Mathematical Analysis and Applications</i> , 2005, 311, 600-614.	1.0	34
44	The role of brand image congruity in Chinese consumers' brand preference. <i>Journal of Product and Brand Management</i> , 2012, 21, 26-34.	4.3	34
45	Toward a gatekeeping perspective of insiderâ€“outsider relationship development in China. <i>Journal of World Business</i> , 2014, 49, 312-320.	7.7	34
46	Unstructured Direct Elicitation of Decision Rules. <i>Journal of Marketing Research</i> , 2011, 48, 116-127.	4.8	33
47	The Impact of Interorganizational Internet Communication on Purchasing Performance: A Study of Chinese Manufacturing Firms. <i>Journal of Supply Chain Management</i> , 2006, 42, 16-29.	10.2	31
48	Addressing the Advertising of Controversial Products in China: An Empirical Approach. <i>Journal of Business Ethics</i> , 2009, 88, 43-58.	6.0	29
49	The Double Jeopardy Phenomenon and the Mediating Effect of Brand Penetration between Advertising and Brand Loyalty. <i>Journal of Advertising Research</i> , 2005, 45, 211.	2.1	26
50	Primary influences of environmental uncertainty on promotions budget allocation and performance: A cross-country study of retail advertisers. <i>Journal of Business Research</i> , 2006, 59, 259-267.	10.2	26
51	The Developmental Process of Unethical Consumer Behavior: An Investigation Grounded in China. <i>Journal of Business Ethics</i> , 2015, 128, 411-432.	6.0	26
52	The relationships between distance factors and international collaborative research outcomes: A bibliometric examination. <i>Journal of Informetrics</i> , 2018, 12, 618-630.	2.9	26
53	Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry. <i>Journal of Business-to-Business Marketing</i> , 2013, 20, 227-244.	1.5	25
54	A metaâ€“analysis of effect sizes in international marketing experiments. <i>International Marketing Review</i> , 2008, 25, 276-291.	3.6	24

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73	Make the apps stand out: discoverability and perceived value are vital for adoption. Journal of Research in Interactive Marketing, 2022, 16, 494-513.	8.9	8
74	Positive Solutions for a System of Fourth-Order $\langle \text{mml:math xmlns:mml="http://www.w3.org/1998/Math/MathML" id="M1"} \rangle \langle \text{mml:mrow} \rangle \langle \text{mml:mi} \rangle \langle \text{p} \rangle \langle \text{mml:mi} \rangle \langle \text{mml:mrow} \rangle \langle \text{mml:math} \rangle$ -Laplacian Boundary Value Problems. Chinese Journal of Mathematics, 2013, 2013, 1-8.	0.1	8
75	Positive solutions for a system of generalized Lidstone problems. Journal of Applied Mathematics and Computing, 2011, 37, 13-35.	2.5	7
76	A two-path model on the effects of positivity and empathy reflected by online reviews: a choice mechanism perspective. International Journal of Internet Marketing and Advertising, 2012, 7, 260.	0.2	7
77	Positive solutions of a system of second order boundary value problems involving first order derivatives via γ -monotone matrices. Nonlinear Analysis: Theory, Methods & Applications, 2012, 75, 2037-2046.	1.1	7
78	Positive solutions for a system of second-order quasilinear boundary value problems. Nonlinear Analysis: Theory, Methods & Applications, 2020, 195, 111749.	1.1	7
79	Positive solutions of a fourth-order boundary value problem involving derivatives of all orders. Communications on Pure and Applied Analysis, 2012, 11, 1615-1628.	0.8	7
80	The power of numbers: an examination of the relationship between numerical cues in online review comments and perceived review helpfulness. Journal of Research in Interactive Marketing, 2023, 17, 126-139.	8.9	7
81	Existence of nontrivial solutions for discrete two-point boundary value problems. Nonlinear Analysis: Theory, Methods & Applications, 2004, 59, 1181-1187.	1.1	6
82	Existence of positive solutions for a system of generalized Lidstone problems. Computers and Mathematics With Applications, 2010, 60, 501-510.	2.7	6
83	Positive Solutions for a n -th-Order Impulsive Differential Equation with Integral Boundary Conditions. Differential Equations and Dynamical Systems, 2014, 22, 427-439.	1.0	6
84	The performance implications of perceptual differences of dependence in marketing channels. Asia Pacific Journal of Marketing and Logistics, 2014, 26, 344-364.	3.2	6
85	The impact of brand credibility and brand personality on purchase intention: An empirical study in China. Advances in International Marketing, 2011, , 137-153.	0.3	4
86	Market signals: web site investment and physical store existence. Asia Pacific Journal of Marketing and Logistics, 2014, 26, 94-113.	3.2	4
87	Perceptual difference of dependence and trust in marketing channel: reconsideration of dependence measurement. Asian Business and Management, 2021, 20, 78-104.	2.8	4
88	Perceived power and smile intensity in service encounters. Marketing Intelligence and Planning, 2022, 40, 372-387.	3.5	4
89	Positive solutions of a second-order boundary value problem via integro-differential equation arguments. Applicable Analysis, 2009, 88, 1197-1211.	1.3	3
90	Positive solutions of a $\langle \text{mml:math altimg="si1.gif" display="inline" overflow="scroll" xmlns:xocs="http://www.elsevier.com/xml/xocs/dtd" xmlns:xs="http://www.w3.org/2001/XMLSchema" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://www.elsevier.com/xml/ja/dtd" xmlns:ja="http://www.elsevier.com/xml/ja/dtd" xmlns:mml="http://www.w3.org/1998/Math/MathML" xmlns:tb="http://www.elsevier.com/xml/common/table/dtd" xmlns:sb="http://www.elsevier.com/xml/common/struct-bib/dtd" xmlns:ce="http://www.else. Computer$	2.7	3

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91	The effects of government relation and institutional environments on channel performance. Asia Pacific Journal of Marketing and Logistics, 2018, 30, 587-604.	3.2	3
92	Positive solutions of a second-order nonlinear Robin problem involving the first-order derivative. Advances in Difference Equations, 2021, 2021, .	3.5	2
93	Customer Asset Orientation: Antecedents and Consequences. , 2006, , .		1
94	Positive solutions for an n -th-order quasilinear boundary value problem. Positivity, 2015, 19, 37-52.	0.7	1
95	Existence and Multiplicity of Positive Solutions for a System of Fourth-Order Boundary Value Problems. Chinese Journal of Mathematics, 2014, 2014, 1-11.	0.1	0