

Li Yan

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6411531/publications.pdf>

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7
papers

251
citations

1307594

7
h-index

1720034

7
g-index

7
all docs

7
docs citations

7
times ranked

179
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	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
3	Gimmicky or Effective? The Effects of Imaginative Displays on Customers' Purchase Behavior. <i>Journal of Marketing</i> , 2021, 85, 109-127.	11.3	14
4	Customer perceptions of frontline employees' extra-role helping behaviors. <i>Journal of Services Marketing</i> , 2020, 34, 869-883.	3.0	19
5	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
6	Integrating Chinese cultural philosophies on the effects of employee friendliness, helpfulness and respectfulness on customer satisfaction. <i>European Journal of Marketing</i> , 2016, 50, 464-487.	2.9	29
7	An arousal-based explanation of affect dynamics. <i>European Journal of Marketing</i> , 2016, 50, 1159-1184.	2.9	19