

Chen-ting Su

List of Publications by Year in descending order

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Version: 2024-02-01

27
papers

2,882
citations

304743

22
h-index

552781

26
g-index

27
all docs

27
docs citations

27
times ranked

2182
citing authors

#	ARTICLE	IF	CITATIONS
1	Face consciousness and risk aversion: Do they affect consumer decision-making?. <i>Psychology and Marketing</i> , 2003, 20, 733-755.	8.2	313
2	How do brand communities generate brand relationships? Intermediate mechanisms. <i>Journal of Business Research</i> , 2012, 65, 890-895.	10.2	303
3	Market orientation, job satisfaction, product quality, and firm performance: evidence from China. <i>Strategic Management Journal</i> , 2008, 29, 985-1000.	7.3	261
4	Entering Guanxi: A Business Ethical Dilemma in Mainland China?. <i>Journal of Business Ethics</i> , 2001, 33, 199-210.	6.0	242
5	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
6	A review of research methodologies in international business. <i>International Business Review</i> , 2006, 15, 601-617.	4.8	179
7	Going green: How different advertising appeals impact green consumption behavior. <i>Journal of Business Research</i> , 2015, 68, 2663-2675.	10.2	179
8	Is Guanxi Orientation Bad, Ethically Speaking? A Study of Chinese Enterprises. <i>Journal of Business Ethics</i> , 2003, 44, 303-312.	6.0	127
9	Enabling Guanxi Management in China: A Hierarchical Stakeholder Model of Effective Guanxi. <i>Journal of Business Ethics</i> , 2007, 71, 301-319.	6.0	124
10	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
11	Explaining housing preference and choice: The role of self-congruity and functional congruity. <i>Journal of Housing and the Built Environment</i> , 2005, 20, 329-347.	1.8	112
12	A paradox of priceâ€“quality and market efficiency: a comparative study of the US and China markets. <i>International Journal of Research in Marketing</i> , 2002, 19, 349-365.	4.2	102
13	The many faces of trust and guanxi behavior: Evidence from marketing channels in China. <i>Industrial Marketing Management</i> , 2011, 40, 503-509.	6.7	90
14	Institutional theory in business marketing: A conceptual framework and future directions. <i>Industrial Marketing Management</i> , 2014, 43, 721-725.	6.7	74
15	Managing opportunism in a developing interfirm relationship: The interrelationship of calculative and loyalty commitment. <i>Industrial Marketing Management</i> , 2010, 39, 844-852.	6.7	72
16	A Temporal Dynamic Model of Spousal Family Purchase-Decision Behavior. <i>Journal of Marketing Research</i> , 2003, 40, 268-281.	4.8	65
17	Exploring relationship satisfaction between global professional service firms and local clients in emerging markets. <i>Journal of International Business Studies</i> , 2010, 41, 1198-1217.	7.3	49
18	Market munificence and inter-firm information sharing: The moderating effect of specific assets. <i>Journal of Business Research</i> , 2013, 66, 2130-2138.	10.2	36

#	ARTICLE	IF	CITATIONS
19	An Extension and Further Validation of a Community-based Consumer Well-being Measure. <i>Journal of Macromarketing</i> , 2008, 28, 243-257.	2.6	34
20	Unstructured Direct Elicitation of Decision Rules. <i>Journal of Marketing Research</i> , 2011, 48, 116-127.	4.8	33
21	Consumer Responses to Corporate Environmental Actions in China: An Environmental Legitimacy Perspective. <i>Journal of Business Ethics</i> , 2017, 143, 589-602.	6.0	33
22	Online trust-building mechanisms for existing brands: the moderating role of the e-business platform certification system. <i>Electronic Commerce Research</i> , 2016, 16, 189-216.	5.0	27
23	Does Relationship Quality Matter in Consumer Ethical Decision Making? Evidence from China. <i>Journal of Business Ethics</i> , 2009, 88, 483-496.	6.0	20
24	Understanding Asian business strategy: Modeling institution-based legitimacy-embedded efficiency. <i>Journal of Business Research</i> , 2013, 66, 2369-2374.	10.2	20
25	How Do Different Types of Community Commitment Influence Brand Commitment? The Mediation of Brand Attachment. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2013, 16, 836-842.	3.9	19
26	Harmonizing conflict in husbandâ€™wife purchase decision making: perceived fairness and spousal influence dynamics. <i>Journal of the Academy of Marketing Science</i> , 2008, 36, 378-394.	11.2	18
27	Does It Pay to Get to the Top? Contextual Factors of Branding in Search Engine Marketing. , 2007, , .		0