

# WKU CBPM MGM Faculty Publication Record 2021 (Jan ~ Dec.)

| 2021 Wenzhou-Kean University Research Outcomes Form (Publication)<br>2021年温州肯恩大学科研成果产出统计表 (论文) |                         |   |   |  |  |   |   |                               |  |
|--|-------------------------|---|---|--|--|---|---|-------------------------------|--|
| Number<br>序号   | Name<br>姓名              | College/Administration Department<br>学院/行政部门  | Current Position/ Academic Title<br>职位/职称 | Title of Published articles<br>发表论文  | Journal<br>期刊  | Grade (Published articles)<br>论文级别<br>For more details, please refer to the Attachment 2 "Category of published articles and patents/copyright" in the email. | Author Order<br>作者排序  |                               |  |
| 7  | Jong Min Kim            |   | Assistant Professor                       | The influence of launching mobile channels on online customer reviews  | Journal of Business Research   | SSCI Q1   | co-first author共同第一作者   |                               |  |
| 8  |                         |   | Assistant Professor                       | Differences in online reviews caused by distribution channels  | Tourism Management   | SSCI Q1   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 9  |                         |   | Assistant professor                       | Exploring the Impact of Peer Influence on Online Shopping: The Case of Chinese Millennials   | Quality Management for Competitive Advantage in Global Markets (pp. 196-210). IGI Global.                | Book Chapter  | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 10   |                         |   | Assistant professor                       | The Blue Economy and Its Long-Term Competitive Advantage: An Examination of China's Coastal Tourism  | Quality Management for Competitive Advantage in Global Markets (pp. 136-158).                            | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 11   |                         |   | Assistant professor                       | Shopping for an English Language Tutor: Factors Affecting Chinese College Student Selection of English Tutoring Institutions                         | Quality Management for Competitive Advantage in Global Markets (pp. 232-248). IGI Global                 | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 12   |                         |   | Assistant professor                       | An Exploration of the Relationships Between Different Reading Strategies and IELTS Test Performance: IELTS Test Taking Strategies-Chinese Students   | International Journal of Translation, Interpretation, and Applied Linguistics (IJTIAL), 2 (1), 1-19.     | Third Class三级 Journal Article   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 13   |                         |   | Assistant professor                       | Reposting Inclination of Chinese Millennials on Social Media: Consideration of Gender, Motivation, Content and Form                                  | Journal of International Business and Cultural Studies (JIBCS), Vol 12, 20                               | Third Class三级 Journal Article   | other author<br>其他作者  |                               |  |
| 14   |                         |   | Assistant professor                       | Sustaining Competitive Advantage Through Good Governance and Fiscal Controls: Risk Determinants in Internal Controls                                 | Corporate Ownership and Control (COC), ISSN - 17279232, Volume 17  | Third Class三级 Journal Article   | other author<br>其他作者  |                               |  |
| 15   |                         |   | Assistant professor                       | Social Media Influencers' Effect on Chinese Gen Z Consumers: Management and Use of Video Content Platforms   | Journal of Media Management and Entrepreneurship (JMME), 2 (2), 1-18.                                    | Third Class三级 Journal Article   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 16   |                         |   | Assistant professor                       | Students' Attitudes Towards Distance Education: A Comparative Study between Sino-Foreign Cooperative Universities and Typical Universities in China. | Journal of Instructional Pedagogies. (JOIP), 25.   | Third Class三级 Journal Article   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 17   |                         |   | Robert Marjerson                          |  | Assistant professor  | The Dilemma of Brick and Mortar Bookstores: An Exploration of Trends, Consumer Motives and Perceptions, and Possible Paths to Sustainability                  | Review of Interdisciplinary Business Research. Vol. 10(3), 39-67. | Third Class三级 Journal Article | first author and corresponding author<br>第一作者及通讯作者 |
| 18   |                         |   |   |  | Assistant professor  | The Nexus of Social Cause Interest and Entrepreneurial Mindset: Driving Socioeconomic Sustainability  | Sustainability  | SSCI Q2&Q3                    | first author and corresponding author<br>第一作者及通讯作者 |
| 19   | Assistant professor     | Investor Activity in Chinese Financial Institutions: A Precursor to Economic Sustainability |   |  | Sustainability   | SSCI Q2&Q3  | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 20   | Assistant professor     | The Effects of Morality and Positivity on Social Entrepreneurial Intention                  |   |  | Journal of Social Entrepreneurship (JSE)   | Third Class三级 Journal Article   | other author<br>其他作者  |                               |  |
| 21   |                         |   | Assistant professor                       | Scope for Sustainability in the Fashion Industry Supply Chain: Technology and Its Impact.  | Entrepreneurial Innovation for Securing Long-Term Growth in a Short-Term Economy (pp. 71-89). IGI Global | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 22   |                         |   | Assistant professor                       | Monopolistic Business Practices: Opportunities for Entrepreneurs? The Case of the Big Four Accounting Firms  | Entrepreneurial Innovation for Securing Long-Term Growth in a Short-Term Economy (pp. 16-31). IGI Global | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 23   |                         |   | Assistant professor                       | Social Enterprise Awareness, Perception, and Purchase Influence in South East China: A Benchmark for Further Study                                   | Emerging Business Models and the New World Economic Order. (pp. 365-389). IGI Global.                    | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 24   |                         |   | Assistant professor                       | Decision Making Styles of the Next Generation of Chinese Business Leaders.   | Emerging Business Models and the New World Economic Order. (pp. 365-389). IGI Global.                    | Book Chapter  | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 25   |                         |   | Assistant professor                       | Chinese OEM Manufacturing Roadmap: SMEs - To Brand or Not to Brand   | Emerging Business Models and the New World Economic Order. (pp. 346-342). IGI Global.                    | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 26   |                         |   | Assistant professor                       | Initial Exploration of Cross Generational Attitudes Towards Piracy of Chinese Online Literature  | Emerging Business Models and the New World Economic Order. (pp. 346-342). IGI Global.                    | Book Chapter  | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 41   |                         |   | Assistant Professor                       | Causes of Panic Buying and Food Hoarding during COVID- 19  | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 42   | Somkiat Mansumittrachai |   | Assistant Professor                       | COVID- 19's Impact on Supply Chains in Shenzhen City, China: Policy Response and Opportunities for SMEs  | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 43   |                         |   | Assistant Professor                       | The influence of signals on donation crowdfunding campaign success during COVID-19 Crisis  | International Journal Environmental Research and Public Health   | SSCI Q1   | other author<br>其他作者  |                               |  |
| 44   |                         |   | Assistant Professor                       | China through the lens of neighboring media: a comparative analysis of Pakistani and Indian newspaper coverage of unrest in Hong Kong                | Media Asia   | Third Class三级 Journal Article   | other author<br>其他作者  |                               |  |
| 45   |                         |   | Assistant Professor                       | Understanding tourists' motivations to launch a boycott on social media: A case study of the #BoycottMurree campaign in Pakistan                     | Journal of Vacation Marketing  | SSCI Q3   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 46   |                         |   | Assistant Professor                       | Travel burnout: Exploring the return journeys of pilgrim-tourists amidst the COVID-19 pandemic   | Tourism Management   | SSCI Q1   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 47   |                         |   | Assistant Professor                       | Tourism and reconciliation in an enduring rivalry: The case of Kartarpur Corridor on India-Pakistan border   | Tourism Management Perspectives  | SSCI Q1   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 48   |                         |   | Assistant Professor                       | Halal food anxiety in a non-Muslim destination: the impact on the psychological well-being of Muslim travelers during the quarantine period in China | Current Issues in Tourism  | SSCI Q1   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |
| 49   |                         |   | Assistant Professor                       | Influence of COVID-19 Outbreak on Changing Buying Behaviors: Chinese Consumer's Growing Concerns over Food Safety                                    | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 50   |                         |   | Assistant Professor                       | Exploring Young People's Online Food Shopping Behavior during the COVID-19 Epidemic in China   | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 51   | Han-Chaing Ho           |   | Assistant Professor                       | American Film Industry Challenges in China: Before and During COVID-19 Outbreak  | Management Review: An International Journal  | Journal   | other author<br>其他作者  |                               |  |
| 52   |                         |   | Assistant Professor                       | The influence of signals on donation crowdfunding campaign success during COVID-19 Crisis  | International Journal Environmental Research and Public Health   | SSCI Q1   | first author<br>第一作者  |                               |  |
| 53   |                         |   | Assistant Professor                       | Exploring information technology success of Augmented Reality Retail Applications in retail food chain   | Journal of Retailing and Consumer Services   | SSCI Q1   | corresponding author<br>通讯作者                                      |                               |  |
| 54   | Chungil Chae            |   | Assistant Professor                       | Lesson from a broad survey of tutoring tools: It's a big world out there   | Interactive learning environments  | SSCI Q1   | corresponding author<br>通讯作者                                      |                               |  |
| 55   |                         |   | Assistant Professor                       | Investor Activity in Chinese Financial Institutions: A Precursor to Economic Sustainability  | Sustainability   | SSCI Q2   | second author<br>第二作者   |                               |  |
| 56   |                         |   | Assistant Professor                       | International Students' Psychological Capital in Japan: Moderated Mediateion of Adjustment and Engagement  | Journal of student affairs research and practice   | ESCI  | second author<br>第二作者   |                               |  |
| 57   |                         |   | Assistant Professor                       | Social Media Engagement: What Motivates Users' Participation and Consumption on TikTok during the Coronavirus Outbreak?                              | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 58   |                         |   | Assistant Professor                       | The Effect of the Specific Discount Pattern of Cosmetic Retailers in China during the COVID-19   | Peter Lang - Berlin  | Book Chapter  | corresponding author<br>通讯作者                                      |                               |  |
| 59   | Candy Lim Chiu          |   | Assistant Professor                       | New Normal and New Rules about International Trade, Economics and Marketing  | Peter Lang - Berlin  | Book  | Editor 编辑   |                               |  |
| 60   |                         |   | Assistant Professor                       | American Film Industry Challenges in China: Before and During COVID-19 Outbreak  | Management Review: An International Journal  | Journal   | first author<br>第一作者  |                               |  |
| 61   |                         |   | Assistant Professor                       | The impact of game censorship and regulations on foreign game consoles in China  | IEEE Explore   | IEEE  | corresponding author<br>通讯作者                                      |                               |  |
| 62   |                         |   | Assistant Professor                       | The influence of signals on donation crowdfunding campaign success during COVID-19 Crisis  | International Journal Environmental Research and Public Health   | SSCI Q1   | corresponding author<br>通讯作者                                      |                               |  |
| 63   |                         |   | Assistant Professor                       | Exploring information technology success of Augmented Reality Retail Applications in retail food chain   | Journal of Retailing and Consumer Services   | SSCI Q1   | first author<br>第一作者  |                               |  |
| 64   | Jeonghwan (Jerry) Choi  |   | Assistant Professor                       | The Effects of Morality and Positivity on Social Entrepreneurial Intention.  | Journal of Social Entrepreneurship   | SSCI Q1   | first author and corresponding author<br>第一作者及通讯作者                |                               |  |

42 publications; 8 faculty members;  
12 SSCI Q1; 4 SSCI Q2/Q3; 17 first authored;