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Research Area

Digital Marketing, Augmented Reality,
Societal Impact of IT

Google Scholar

Cited by

	All	Since 2021
Citations	8	8
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Journal

- ◆ Teh, C., Liu, L., .Phang (corresponding author), Phang, C. W. (2025). Eliciting Pro-environmental Behavior with Immersive Technology: The Roles of Awe, Empathy with Nature, and Perceived Consumer Effectiveness, Information & Management (JCR Q1, ABS3*), 104258.

Conference

- ◆ Liu, L., .Phang, Phang, C. W., Teh, C. (2025). Using Augmented Reality Technology to Promote Green Products Purchase through Enhancing Perceived Consumer Effectiveness, PACIS 2025 Proceedings (Best Paper Nominee).