

Do Yuon Kim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10042691/publications.pdf>

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4
papers

421
citations

1937685

4
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

170
citing authors

#	ARTICLE	IF	CITATIONS
1	Social media influencers as human brands: an interactive marketing perspective. <i>Journal of Research in Interactive Marketing</i> , 2023, 17, 94-109.	8.9	37
2	Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. <i>Journal of Business Research</i> , 2021, 130, 405-415.	10.2	176
3	Trust me, trust me not: A nuanced view of influencer marketing on social media. <i>Journal of Business Research</i> , 2021, 134, 223-232.	10.2	172
4	Feasibility and user experience of virtual reality fashion stores. <i>Fashion and Textiles</i> , 2018, 5, .	2.4	36