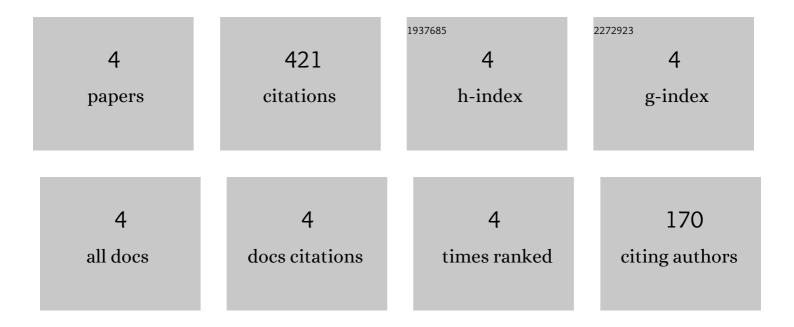
Do Yuon Kim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10042691/publications.pdf Version: 2024-02-01



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