

Jiwon Lee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11823080/publications.pdf>

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6
papers

37
citations

1937685

4
h-index

2053705

5
g-index

7
all docs

7
docs citations

7
times ranked

36
citing authors

#	ARTICLE	IF	CITATIONS
1	Service Evaluation Model for Medical Tour Service. Journal of Hospitality and Tourism Research, 2014, 38, 506-527.	2.9	15
2	Brand competency as a market segmentation method for brand R&D in the Asian luxury market. Service Business, 2014, 8, 113-133.	4.2	6
3	An evolutionary perspective of opportunism in high-technology alliance: the evidence from South Korean companies. Asia Pacific Business Review, 2016, 22, 238-261.	2.9	6
4	Study abroad programs as a service convergence: an international marketing approach. Service Business, 2018, 12, 253-275.	4.2	6
5	Task-Oriented and Relationship-Building Communications between Air Traffic Controllers and Pilots. Sustainability, 2017, 9, 1770.	3.2	4
6	Coercive Tactics and Web Advertising Performance. Sustainability, 2017, 9, 1317.	3.2	0