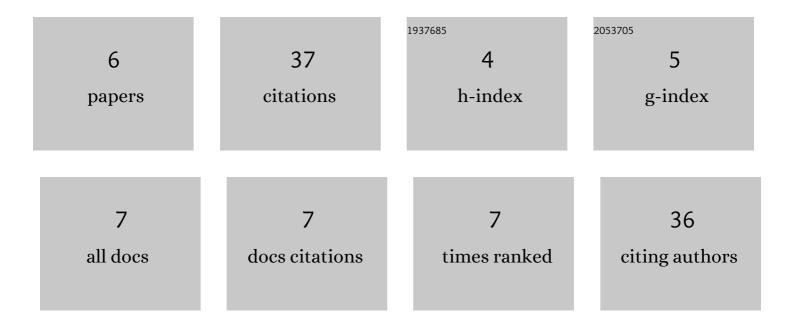
## Jiwon Lee

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/11823080/publications.pdf Version: 2024-02-01



#	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