

# Jiwon Lee

## List of Publications by Year in descending order

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

Version: 2024-02-01

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