

# Yong Jae Ko

## List of Publications by Citations

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**Version:** 2024-04-28

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

71  
papers

1,739  
citations

23  
h-index

40  
g-index

73  
ext. papers

2,043  
ext. citations

2.5  
avg, IF

5.28  
L-index

#	Paper	IF	Citations
71	Branding athletes: Exploration and conceptualization of athlete brand image. <i>Sport Management Review</i> , <b>2014</b> , 17, 97-106	3.6	111
70	Brand Community Development Through Associated Communities: Grounding Community Measurement Within Social Identity Theory. <i>Journal of Marketing Theory and Practice</i> , <b>2011</b> , 19, 407-422	2.2	105
69	Assessment of event quality in major spectator sports. <i>Managing Service Quality</i> , <b>2011</b> , 21, 304-322		101
68	The impact of virtual reality (VR) technology on sport spectators' flow experience and satisfaction. <i>Computers in Human Behavior</i> , <b>2019</b> , 93, 346-356	7.7	96
67	Assessment of Service Quality in the Hotel Industry. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , <b>2013</b> , 14, 218-244	2	91
66	The influence of service quality on satisfaction and intention: A gender segmentation strategy. <i>Sport Management Review</i> , <b>2011</b> , 14, 54-63	3.6	83
65	Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. <i>Journal of Sustainable Tourism</i> , <b>2012</b> , 20, 603-626	5.7	83
64	The Influence of Relationship Quality on Sport Consumption Behaviors: An Empirical Examination of the Relationship Quality Framework. <i>Journal of Sport Management</i> , <b>2011</b> , 25, 576-592	2.1	74
63	Athlete brand image: scale development and model test. <i>European Sport Management Quarterly</i> , <b>2013</b> , 13, 383-403	1.9	72
62	Motivation and Concerns for Online Sport Consumption. <i>Journal of Sport Management</i> , <b>2007</b> , 21, 521-539	2.1	68
61	A mediating role of destination image in the relationship between event quality, perceived value, and behavioral intention. <i>Journal of Sport and Tourism</i> , <b>2013</b> , 18, 49-66	1.3	56
60	A Structural Model of the Relationships Between Sport Website Quality, E-Satisfaction, and E-Loyalty. <i>Journal of Sport Management</i> , <b>2011</b> , 25, 458-473	2.1	52
59	The effects of sport involvement, sponsor awareness and corporate image on intention to purchase sponsors' products. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2008</b> , 9, 6-21	2.3	49
58	A comparison of service evaluation models in the context of sport and fitness centres in Greece. <i>Managing Leisure</i> , <b>2014</b> , 19, 18-35		47
57	Athlete reputational crisis and consumer evaluation. <i>European Sport Management Quarterly</i> , <b>2015</b> , 15, 434-453	1.9	38
56	The impact of relationship quality on attitude toward a sponsor. <i>Journal of Business and Industrial Marketing</i> , <b>2011</b> , 26, 566-576	3	34
55	Determinants of organisational identification and supportive intentions. <i>Journal of Marketing Management</i> , <b>2010</b> , 26, 413-427	3.2	31

54	Does Spectatorship Increase Happiness? The Energy Perspective. <i>Journal of Sport Management</i> , <b>2017</b> , 31, 333-344	2.1	30
53	The role of involvement and identification on event quality perceptions and satisfaction. <i>Asia Pacific Journal of Marketing and Logistics</i> , <b>2010</b> , 22, 25-39	3.2	30
52	The Effect of Web Cohesion, Web Commitment, and Attitude toward the Website on Intentions to Use NFL Teams' Websites. <i>Sport Management Review</i> , <b>2007</b> , 10, 231-252	3.6	30
51	Determinants of Word-of-Mouth Influence in Sport Viewership. <i>Journal of Sport Management</i> , <b>2016</b> , 30, 192-206	2.1	29
50	Engagement in sports virtual brand communities. <i>Journal of Business Research</i> , <b>2018</b> , 89, 273-279	8.7	24
49	The influence of event quality on revisit intention. <i>Managing Service Quality</i> , <b>2013</b> , 23, 205-224		23
48	Influence of team identification, game outcome, and game process on sport consumers' happiness. <i>Sport Management Review</i> , <b>2018</b> , 21, 63-71	3.6	21
47	Determinants of consumer attitude toward corporate sponsors: A comparison between a profit and nonprofit sport event sponsorship. <i>Journal of Consumer Behaviour</i> , <b>2017</b> , 16, 176-186	3	20
46	The brand leadership: Scale development and validation. <i>Journal of Brand Management</i> , <b>2014</b> , 21, 63-80	3.3	20
45	The effect of perceived brand leadership on luxury service WOM. <i>Journal of Services Marketing</i> , <b>2016</b> , 30, 659-671	4	17
44	CONSUMERS' INTENTION TO ATTEND SOCCER EVENTS: APPLICATION AND EXTENSION OF THE THEORY OF PLANNED BEHAVIOR. <i>Psychological Reports</i> , <b>2015</b> , 117, 89-102	1.6	15
43	The effects of perceived CSR, pride, team identification, and regional attachment: the moderating effect of gender. <i>Journal of Sport and Tourism</i> , <b>2016</b> , 20, 145-159	1.3	15
42	Horse Racing Image: Re-Examination of Relations Between Image and Intention to Visit. <i>Journal of Quality Assurance in Hospitality and Tourism</i> , <b>2009</b> , 10, 194-217	2	15
41	Consumers' perceived post purchase risk in luxury services. <i>International Journal of Hospitality Management</i> , <b>2017</b> , 61, 94-106	8.3	14
40	Determinants of Consumers' Attitudes Toward a Sport Sponsorship: A Tale from College Athletics. <i>Journal of Nonprofit and Public Sector Marketing</i> , <b>2014</b> , 26, 185-207	1	13
39	Strategic match of athlete endorsement in global markets: an associative learning perspective. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2014</b> , 15, 40-58	2.3	12
38	A Hierarchical Approach for Predicting Sport Consumption Behavior: A Personality and Needs Perspective. <i>Journal of Sport Management</i> , <b>2017</b> , 31, 213-228	2.1	12
37	Acceptance of sports websites: a conceptual model. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2011</b> , 12, 13-27	2.3	12

36	Determinants of using sports web portals: an empirical examination of the Sport Website Acceptance Model. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2012</b> , 13, 6-25	2.3	12
35	An Application of Fuzzy Logic to Service Quality Research: A Case of Fitness Service. <i>Journal of Sport Management</i> , <b>2010</b> , 24, 502-523	2.1	12
34	Assessment of Services Provided to NCAA Division I Athletes: Development of a Model and Instrument. <i>Sport Management Review</i> , <b>2008</b> , 11, 193-214	3.6	12
33	The effects of association strength on attention and product evaluation. <i>European Journal of Marketing</i> , <b>2018</b> , 52, 1257-1279	4.4	11
32	Hot or Cold? The Effects of Anger and Perceived Responsibility on Sport Fans' Negative Word-of-Mouth in Athlete Scandals. <i>Journal of Global Sport Management</i> , <b>2018</b> , 3, 107-123	0.7	11
31	Consumers' Comparative Evaluative Judgment of Athlete Endorsers. <i>Journal of Sport Management</i> , <b>2016</b> , 30, 553-565	2.1	11
30	What Motivates Donors to Athletic Programs: A New Model of Donor Behavior. <i>Nonprofit and Voluntary Sector Quarterly</i> , <b>2014</b> , 43, 523-546	1.9	10
29	Dimensions of motivation associated with playing sport video games. <i>Sport, Business and Management</i> , <b>2011</b> , 1, 172-189	1.1	10
28	Reconsidering the Role of Fit in Celebrity Endorsement: Associative-Propositional Evaluation (APE) Accounts of Endorsement Effectiveness. <i>Psychology and Marketing</i> , <b>2016</b> , 33, 678-691	3.9	10
27	Recreation Specialization and Boater Speed Compliance in Manatee Zones. <i>Human Dimensions of Wildlife</i> , <b>2009</b> , 14, 278-292	1.6	9
26	Conceptualizing Relative Size and Entitativity of Sports Fan Community and Their Roles in Sport Socialization. <i>Journal of Sport Management</i> , <b>2019</b> , 33, 530-545	2.1	9
25	Do Snow-Based Sport Participants Intend to Purchase Products from Environmentally Friendly Companies?. <i>Journal of Global Sport Management</i> , <b>2017</b> , 2, 182-195	0.7	8
24	The relative effects of game outcome and process on fans' media consumption experiences. <i>European Sport Management Quarterly</i> , <b>2017</b> , 17, 635-658	1.9	8
23	Understanding donors to university performing arts programs: who are they and why do they contribute?. <i>Managing Leisure</i> , <b>2011</b> , 16, 17-35		7
22	How Does the Negative Impact of an Athlete's Reputational Crisis Spill Over to Endorsed and Competing Brands? The Moderating Effects of Consumer Knowledge. <i>Communication and Sport</i> , <b>2019</b> , 7, 385-409	1.9	6
21	Effects of Relative Size and Homogeneity of Sports Fan Community on Potential Fans' Support Intentions. <i>Journal of Sport Management</i> , <b>2020</b> , 34, 103-119	2.1	6
20	Meaningful vs. hedonic consumption: The effects of elevation on online sharing and information searching behaviors. <i>Telematics and Informatics</i> , <b>2019</b> , 45, 101298	8.1	5
19	The Effects of Message Appeal on Consumer Attitude Toward Sporting Events. <i>International Journal of Sport Communication</i> , <b>2014</b> , 7, 337-356	0.6	5

18	Do spectators and competitors accept the use of scoring technology in Taekwondo competitions?. <i>International Journal of Sport Management and Marketing</i> , <b>2011</b> , 9, 238	0.4	5
17	Implicit and Explicit Affective Evaluations of Athlete Brands: The Associative Evaluation-Emotional Appraisal-Attention Model of Athlete Endorsements. <i>Journal of Sport Management</i> , <b>2018</b> , 32, 497-510	2.1	5
16	Donor motivation in college sport: Does contribution level matter?. <i>Social Behavior and Personality</i> , <b>2016</b> , 44, 1015-1032	1.2	4
15	The influence of title sponsorships in sports events on stock price returns. <i>International Journal of Sports Marketing and Sponsorship</i> , <b>2015</b> , 16, 37-56	2.3	4
14	Symbiotic Relationship Between Sport Media Consumption and Spectatorship: The Role of Flow Experience and Hedonic Need Fulfillment. <i>Journal of Global Sport Management</i> , <b>2019</b> , 1-23	0.7	3
13	Personality determinants of consumption of premium seats in sports stadiums. <i>International Journal of Contemporary Hospitality Management</i> , <b>2019</b> , 31, 3395-3414	7.5	2
12	Athletes' trust, mental skills, and satisfaction in a gambling-legal cycle racing business in South Korea. <i>European Sport Management Quarterly</i> , <b>2012</b> , 12, 291-308	1.9	2
11	Understanding donors: A case of university performing arts programs in the USA. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , <b>2011</b> , 16, 166-182	0.6	2
10	Collaboration in Sport Research: A Case From the Field. <i>Quest</i> , <b>2005</b> , 57, 300-314	2.2	2
9	The Impact of COVID-19 Crisis on Major Spectator Sport Industry in the U.S. and South Korea: Challenges and Outlook. <i>Journal of Global Sport Management</i> , 1-25	0.7	2
8	The impact of perceived trustworthiness on trust and commitment: a case of boosters in a university athletic programme. <i>Sport in Society</i> , <b>2020</b> , 23, 180-203	1	1
7	Exploring volunteer engagement in a mega sport events: the role of functional attitudes. <i>European Sport Management Quarterly</i> , 1-20	1.9	1
6	Performance Expectancy of Officiating Technology in Spector-Based Sport Events: Scale Development and Validation. <i>Communication and Sport</i> , 216747952110220	1.9	0
5	Assessment of Event Quality in Major Spectator Sports: Single-Item Measures. <i>Journal of Global Sport Management</i> , 1-17	0.7	0
4	The relationships between trust, mental skills, and satisfaction among athletes: a study of a gambling-legal bicycle racing business in South Korea. <i>Managing Leisure</i> , <b>2012</b> , 17, 124-138		
3	Vitalizing effect of athlete-drafting task in fantasy sports: the role of competitive goal-framing, involvement, and competitiveness trait. <i>European Sport Management Quarterly</i> , <b>2020</b> , 20, 403-420	1.9	
2	Word-of-mouth effectiveness in new fan acquisition: a mediating role of resident prototypicality. <i>Sport Management Review</i> , 1-21	3.6	
1	Do humanized team mascots attract new fans? Application and extension of the anthropomorphism theory. <i>Sport Management Review</i> , 1-27	3.6	

