

Jihyeon Lee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1766439/publications.pdf>

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1
papers

5
citations

3311381

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3475538

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docs citations

1
times ranked

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citing authors

#	ARTICLE	IF	CITATIONS
1	How to survive in advertisement flooding: The effects of schema-product congruity and attribute relevance on advertisement attitude. <i>Journal of Consumer Behaviour</i> , 2022, 21, 214-230.	4.2	5