

Kyung-ah Byun

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1856521/publications.pdf>

Version: 2024-02-01

12
papers

142
citations

1478505

6
h-index

1281871

11
g-index

12
all docs

12
docs citations

12
times ranked

80
citing authors

#	ARTICLE	IF	CITATIONS
1	Buying a New Product with Inconsistent Product Reviews from Multiple Sources: The Role of Information Diagnosticity and Advertising. <i>Journal of Interactive Marketing</i> , 2021, 55, 81-103.	6.2	28
2	An investigation of the effects of product recalls on brand commitment and purchase intention. <i>Journal of Consumer Marketing</i> , 2015, 32, 1-14.	2.3	25
3	When narcissistic CEOs meet power: Effects of CEO narcissism and power on the likelihood of product recalls in consumer-packaged goods. <i>Journal of Business Research</i> , 2021, 128, 45-60.	10.2	23
4	The preservation of loyalty halo effects: An investigation of the post-product-recall behavior of loyal customers. <i>Journal of Business Research</i> , 2020, 116, 163-175.	10.2	20
5	It is not always about brand: Design-driven consumers and their self-expression. <i>Journal of Retailing and Consumer Services</i> , 2018, 43, 296-303.	9.4	16
6	An examination of innovative consumers' playfulness on their pre-ordering behavior. <i>Journal of Consumer Marketing</i> , 2017, 34, 226-240.	2.3	14
7	Educational Risk: Lessons Learned during the COVID-19 Pandemic. <i>Marketing Education Review</i> , 2021, 31, 340-351.	1.3	4
8	Communicating design innovativeness: The role of design information presentation on attitudes depending on different thinking styles. <i>Journal of Marketing Communications</i> , 2020, 26, 394-413.	4.0	3
9	Attracting prosocial lenders from different cultures to help others in microlending. <i>Journal of Consumer Marketing</i> , 2020, 37, 205-214.	2.3	3
10	The impact of employees' perceptions about top management engagement on sustainability development efforts and firm performance. <i>Business Strategy and the Environment</i> , 2022, 31, 2964-2977.	14.3	3
11	The Dilution Effects of Media Strategy On Brands' Copromotion Efficiency. <i>Journal of Advertising Research</i> , 2017, 57, 207-226.	2.1	2
12	The Effects of Innovative Visual Design on Consumer Attitude. <i>Australasian Marketing Journal</i> , 2021, 29, 29-40.	5.4	1