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List of Publications by Year in descending order

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Version: 2024-02-01

18
papers

239
citations

1163117

8
h-index

996975

15
g-index

20
all docs

20
docs citations

20
times ranked

172
citing authors

#	ARTICLE	IF	CITATIONS
1	Addressing the contamination issue in collaborative consumption of fashion: does ownership type of shared goods matter?. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 242-256.	2.2	13
2	The role of Korean prototypical brand image in shaping country image and quality evaluations: a cross-cultural examination. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 389-406.	2.2	2
3	Understanding apparel brand evolution patterns in Bangladesh: an industry life cycle perspective. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 548-566.	2.2	1
4	Do fur coats symbolize status or stigma? Examining the effect of perceived stigma on female consumers' purchase intentions toward fur coats. <i>Fashion and Textiles</i> , 2021, 8, .	2.4	3
5	The power of 4th industrial revolution in the fashion industry: what, why, and how has the industry changed?. <i>Fashion and Textiles</i> , 2021, 8, .	2.4	26
6	Assessing Malaysia and Indonesia as emerging retail markets: an institution-based view. <i>International Journal of Retail and Distribution Management</i> , 2021, ahead-of-print, .	4.7	1
7	How far can brands go to defend themselves? The extent of negative publicity impact on proactive consumer behaviors and brand equity. <i>Business Ethics</i> , 2020, 29, 193-211.	3.5	6
8	Why buy new when one can share? Exploring collaborative consumption motivations for consumer goods. <i>International Journal of Consumer Studies</i> , 2020, 44, 122-130.	11.6	49
9	Retailer-brand collaborations: testing key strategies to increase consumers' urgency to buy. <i>International Journal of Retail and Distribution Management</i> , 2020, 48, 380-394.	4.7	7
10	Brand and retailer co-branding. <i>Journal of Fashion Marketing and Management</i> , 2020, 24, 49-65.	2.2	4
11	Changing the game to compete: Innovations in the fashion retail industry from the disruptive business model. <i>Business Horizons</i> , 2020, 63, 301-311.	5.2	47
12	Does effective cost transparency increase price fairness? An analysis of apparel brand strategies. <i>Journal of Brand Management</i> , 2020, 27, 495-507.	3.5	5
13	BUSINESS IMPLICATIONS FOR KOREAN PRODUCTS ENTERING MULTICULTURAL MALAYSIAN MARKET. <i>Polish Journal of Management Studies</i> , 2020, 22, 277-290.	0.9	2
14	When do high prices lead to purchase intention? Testing two layers of moderation effects. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 1516-1531.	3.2	14
15	The temporal effects of social and business networks on international performance of South Korean SMEs. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 31, 1042-1057.	3.2	16
16	Examining pre-purchase intention and post-purchase consequences of international online outshopping (IOO): The moderating effect of E-tailer's country image. <i>Journal of Retailing and Consumer Services</i> , 2019, 49, 186-197.	9.4	22
17	Effect of country image and materialism on the quality evaluation of Korean products. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 32, 386-405.	3.2	6
18	Older female consumers' environmentally sustainable apparel consumption. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 487-503.	2.2	13