

Jihoon Hong

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2154742/publications.pdf>

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2
papers

49
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

64
citing authors

#	ARTICLE	IF	CITATIONS
1	Machine Learning for Creativity: Using Similarity Networks to Design Better Crowdfunding Projects. Journal of Marketing, 2022, 86, 87-104.	11.3	19
2	Strategic management of next-generation connected life: Focusing on smart key and carâ€‘home connectivity. Technological Forecasting and Social Change, 2016, 103, 11-20.	11.6	30