

Youjae Yi

List of Publications by Year in descending order

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81
papers

35,611
citations

87843

38
h-index

62565

80
g-index

83
all docs

83
docs citations

83
times ranked

16791
citing authors

#	ARTICLE	IF	CITATIONS
1	On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 1988, 16, 74-94.	7.2	17,225
2	Assessing Construct Validity in Organizational Research. Administrative Science Quarterly, 1991, 36, 421.	4.8	4,551
3	On the Evaluation of Structural Equation Models. Journal of the Academy of Marketing Science, 1988, 16, 74-94.	7.2	3,283
4	Specification, evaluation, and interpretation of structural equation models. Journal of the Academy of Marketing Science, 2012, 40, 8-34.	7.2	2,385
5	Customer value co-creation behavior: Scale development and validation. Journal of Business Research, 2013, 66, 1279-1284.	5.8	960
6	Multitrait-Multimethod Matrices in Consumer Research. Journal of Consumer Research, 1991, 17, 426.	3.5	552
7	Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty. Journal of the Academy of Marketing Science, 2003, 31, 229-240.	7.2	486
8	What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. Psychology and Marketing, 2004, 21, 351-373.	4.6	441
9	Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work.. Journal of Applied Psychology, 1990, 75, 547-560.	4.2	388
10	The Role of Culture and Gender in the Relationship between Positive and Negative Affect. Cognition and Emotion, 1999, 13, 641-672.	1.2	377
11	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271-284.	3.0	363
12	State versus Action Orientation and the Theory of Reasoned Action: An Application to Coupon Usage. Journal of Consumer Research, 1992, 18, 505.	3.5	335
13	Cognitive and Affective Priming Effects of the Context for Print Advertisements. Journal of Advertising, 1990, 19, 40-48.	4.1	330
14	When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement. Journal of Consumer Psychology, 2006, 16, 145-155.	3.2	282
15	An investigation into the role of intentions as mediators of the attitude-behavior relationship. Journal of Economic Psychology, 1989, 10, 35-62.	1.1	271
16	Customer participation and citizenship behavioral influences on employee performance, satisfaction, commitment, and turnover intention. Journal of Business Research, 2011, 64, 87-95.	5.8	250
17	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271.	3.0	246
18	The Effects of Contextual Priming in Print Advertisements. Journal of Consumer Research, 1990, 17, 215.	3.5	211

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19	The Degree of Intention Formation as a Moderator of the Attitude-Behavior Relationship. <i>Social Psychology Quarterly</i> , 1989, 52, 266.	1.4	207
20	The effects of customer justice perception and affect on customer citizenship behavior and customer dysfunctional behavior. <i>Industrial Marketing Management</i> , 2008, 37, 767-783.	3.7	206
21	Representation of measurement error in marketing variables: Review of approaches and extension to three-facet designs. <i>Journal of Econometrics</i> , 1998, 89, 393-421.	3.5	176
22	The Impact of Other Customers on Customer Citizenship Behavior. <i>Psychology and Marketing</i> , 2013, 30, 341-356.	4.6	164
23	On the use of structural equation models in experimental designs: Two extensions. <i>International Journal of Research in Marketing</i> , 1991, 8, 125-140.	2.4	144
24	Effects of Customer Participation in Corporate Social Responsibility (CSR) Programs on the CSR-Brand Fit and Brand Loyalty. <i>Cornell Hospitality Quarterly</i> , 2016, 57, 235-249.	2.2	130
25	Assumptions of the Two-Step Approach to Latent Variable Modeling. <i>Sociological Methods and Research</i> , 1992, 20, 291-320.	4.3	121
26	Contextual Priming Effects in Print Advertisements: The Moderating Role of Prior Knowledge. <i>Journal of Advertising</i> , 1993, 22, 1-10.	4.1	119
27	The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries. <i>Psychology and Marketing</i> , 2018, 35, 427-442.	4.6	101
28	If employees "go the extra mile," do customers reciprocate with similar behavior?. <i>Psychology and Marketing</i> , 2008, 25, 961-986.	4.6	94
29	The level of effort required for behaviour as a moderator of the attitude-behaviour relation. <i>European Journal of Social Psychology</i> , 1990, 20, 45-59.	1.5	87
30	The long-term effects of sales promotions on brand attitude across monetary and non-monetary promotions. <i>Psychology and Marketing</i> , 2011, 28, 879-896.	4.6	84
31	The electronic service quality model: The moderating effect of customer self-efficacy. <i>Psychology and Marketing</i> , 2008, 25, 587-601.	4.6	79
32	A review of customer citizenship behaviors in the service context. <i>Service Industries Journal</i> , 2021, 41, 169-199.	5.0	72
33	Variety-Seeking Tendency in Choice for Others: Interpersonal and Intrapersonal Causes. <i>Journal of Consumer Research</i> , 2006, 32, 590-595.	3.5	68
34	An integrated model of customer social exchange relationship: the moderating role of customer experience. <i>Service Industries Journal</i> , 2009, 29, 1513-1528.	5.0	68
35	The Moderating Role of Confidence in Expectations and the Asymmetric Influence of Disconfirmation on Customer Satisfaction. <i>Service Industries Journal</i> , 2003, 23, 20-47.	5.0	64
36	Helping Employees Deal With Dysfunctional Customers. <i>Journal of Service Research</i> , 2014, 17, 102-116.	7.8	61

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37	Appraisal processes in the enactment of intentions to use coupons. <i>Psychology and Marketing</i> , 1992, 9, 469-486.	4.6	53
38	Multitraitâ€“multimethod matrices in consumer research: Critique and new developments. <i>Journal of Consumer Psychology</i> , 1993, 2, 143-170.	3.2	41
39	The role of cultural communication norms in social exclusion effects. <i>Journal of Consumer Psychology</i> , 2017, 27, 108-116.	3.2	40
40	Co-creation of background music: A key to innovating coffee shop management. <i>International Journal of Hospitality Management</i> , 2016, 58, 56-65.	5.3	32
41	Embarrassed customers: the dark side of receiving help from others. <i>Journal of Service Management</i> , 2017, 28, 788-806.	4.4	29
42	Customer satisfaction in Asia. <i>Psychology and Marketing</i> , 2018, 35, 387-391.	4.6	29
43	Assumptions of the Two-Step Approach. <i>Sociological Methods and Research</i> , 1992, 20, 334-339.	4.3	26
44	Local consumersâ€™ reception of imported and domestic movies in the Korean movie market. <i>Journal of Cultural Economics</i> , 2015, 39, 99-121.	1.3	26
45	The role of other customers during self-service technology failure. <i>Service Business</i> , 2017, 11, 695-715.	2.2	26
46	Consumersâ€™ pre-launch awareness and preference on movie sales. <i>European Journal of Marketing</i> , 2016, 50, 1024-1046.	1.7	23
47	Testing Hypotheses About Methods, Traits, and Communalities in the Direct-Product Model. <i>Applied Psychological Measurement</i> , 1992, 16, 373-380.	0.6	22
48	â€œRetail is detail! Give consumers a gift rather than a bundleâ€• Promotion framing and consumer product returns. <i>Psychology and Marketing</i> , 2019, 36, 15-27.	4.6	22
49	Do Consumption Goals Matter? The Effects of Online Loyalty Programs in the Satisfactionâ€“Loyalty Relation. <i>Psychology and Marketing</i> , 2012, 29, 549-557.	4.6	21
50	â€œSeize the Deal, or Return It Losing Your Free Giftâ€• The Effect of a Giftâ€“Withâ€“Purchase Promotion on Product Return Intention. <i>Psychology and Marketing</i> , 2017, 34, 249-263.	4.6	19
51	Heterogeneous dimensions of SERVQUAL. <i>Total Quality Management and Business Excellence</i> , 2021, 32, 92-118.	2.4	18
52	A Cross-National Comparison of Country-of-Origin Effects on Product Evaluations. <i>Journal of International Consumer Marketing</i> , 1992, 4, 49-71.	2.3	15
53	The Effects of Impression Management on Coupon Redemption across Cultures. <i>Psychology and Marketing</i> , 2016, 33, 573-583.	4.6	15
54	Performance-only measures vs. performance-expectation measures of service quality. <i>Service Industries Journal</i> , 2016, 36, 741-756.	5.0	15

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55	Segregation vs aggregation in the loyalty program: the role of perceived uncertainty. <i>European Journal of Marketing</i> , 2013, 47, 1238-1255.	1.7	14
56	The impact of self-service versus interpersonal contact on customer-brand relationship in the time of frontline technology infusion. <i>Psychology and Marketing</i> , 2022, 39, 906-920.	4.6	13
57	When the American dream fails: The effect of perceived economic inequality on present-oriented behavior. <i>Psychology and Marketing</i> , 2020, 37, 1321-1341.	4.6	11
58	When free gifts hurt the promoted product. <i>European Journal of Marketing</i> , 2019, 53, 1423-1444.	1.7	9
59	When people low in social class become a persuasive source of communication: Social class of other donors and charitable donations. <i>Journal of Business Research</i> , 2020, 112, 45-55.	5.8	9
60	Inter-customer helping behaviors: a virtuous cycle or unwanted intrusion?. <i>Service Industries Journal</i> , 2021, 41, 633-647.	5.0	9
61	Revisiting attribute diagnosticity in the context of product typicality. <i>Psychology and Marketing</i> , 1996, 13, 605-632.	4.6	7
62	Marketing in East Asia: A cross-cultural perspective. <i>Psychology and Marketing</i> , 1998, 15, 503-505.	4.6	7
63	A composite measure of performance expectation and performance-only measures. <i>Service Industries Journal</i> , 2017, 37, 936-947.	5.0	7
64	The effect of perceived economic mobility on customer aggression toward service employees: A darker aspect of customer behavior. <i>Psychology and Marketing</i> , 2019, 36, 1120-1132.	4.6	7
65	Direct and indirect approaches to advertising persuasion. <i>Journal of Business Research</i> , 1990, 20, 279-291.	5.8	6
66	The boomerang effect of brand personality congruency in a product-harm crisis. <i>Australian Journal of Management</i> , 2020, 45, 645-661.	1.2	6
67	Assessing moderator effects, main effects, and simple effects without collinearity problems in moderated regression models. <i>Journal of Business Research</i> , 2022, 145, 905-919.	5.8	6
68	I will say "No" to that cookie: How imagined future self-regulation drives current self-regulation. <i>Psychology and Marketing</i> , 2022, 39, 853-870.	4.6	5
69	The linkages between alternative models measuring service quality. <i>Total Quality Management and Business Excellence</i> , 2022, 33, 1264-1294.	2.4	4
70	When perspective-taking fails to inhibit customer aggression toward service employees. <i>Service Industries Journal</i> , 2023, 43, 1034-1054.	5.0	4
71	Multitrait-Multimethod Matrices in Consumer Research. <i>Journal of Consumer Psychology</i> , 1993, 2, 143-170.	3.2	4
72	A Critical Review of Customer Satisfaction, Customer Loyalty, Relationship Marketing, and Customer Relationship Management. <i>Korean Journal of Marketing</i> , 2015, 30, 53.	0.1	4

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73	Assessment of six alternative models of service quality. <i>Total Quality Management and Business Excellence</i> , 2023, 34, 364-396.	2.4	4
74	Is a gift on sale “heart-discounted”? Givers’ misprediction on the value of discounted gifts and the influence of service robots. <i>Journal of Retailing and Consumer Services</i> , 2022, 65, 102489.	5.3	3
75	Terror Management Theory in Dermatology: Skin Biopsy Influences Patient Compliance. <i>Acta Dermato-Venereologica</i> , 2010, 90, 246-250.	0.6	2
76	Assessing recommendation on a combination analysis of SERVPERF (or SERVQUAL) and IPA. <i>Total Quality Management and Business Excellence</i> , 2022, 33, 1777-1798.	2.4	2
77	Perceived economic mobility increases subjective well-being when perceived social support opens the door for others. <i>International Journal of Consumer Studies</i> , 2022, 46, 2429-2444.	7.2	2
78	Assessing moderation effects with a heterogeneous moderated regression analysis. <i>Quality and Quantity</i> , 2023, 57, 701-719.	2.0	2
79	Your Fake Smile Hurts My Heart!: The Effect of Employee Authenticity and Manipulative Intent on Customer Perceived Value and Satisfaction. <i>Korean Management Review</i> , 2015, 44, 1013.	0.0	1
80	Is returning a product worth my time? The impact of time cues on consumer product returns. <i>Psychology and Marketing</i> , 2022, 39, 1413-1427.	4.6	1
81	The Role of Cultural Communication Norms in Social Exclusion Effects. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0