

Youjae Yi

List of Publications by Year in descending order

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Version: 2024-02-01

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	When perspective-taking fails to inhibit customer aggression toward service employees. <i>Service Industries Journal</i> , 2023, 43, 1034-1054.	5.0	4
2	Assessment of six alternative models of service quality. <i>Total Quality Management and Business Excellence</i> , 2023, 34, 364-396.	2.4	4
3	Assessing moderation effects with a heterogeneous moderated regression analysis. <i>Quality and Quantity</i> , 2023, 57, 701-719.	2.0	2
4	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
5	The linkages between alternative models measuring service quality. <i>Total Quality Management and Business Excellence</i> , 2022, 33, 1264-1294.	2.4	4
6	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
7	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
8	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
9	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
10	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
11	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
12	Inter-customer helping behaviors: a virtuous cycle or unwanted intrusion?. <i>Service Industries Journal</i> , 2021, 41, 633-647.	5.0	9
13	Heterogeneous dimensions of SERVQUAL. <i>Total Quality Management and Business Excellence</i> , 2021, 32, 92-118.	2.4	18
14	A review of customer citizenship behaviors in the service context. <i>Service Industries Journal</i> , 2021, 41, 169-199.	5.0	72
15	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
16	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
17	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
18	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

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19	When free gifts hurt the promoted product. <i>European Journal of Marketing</i> , 2019, 53, 1423-1444.	1.7	9
20	“Retail is detail! Give consumers a gift rather than a bundle” Promotion framing and consumer product returns. <i>Psychology and Marketing</i> , 2019, 36, 15-27.	4.6	22
21	Customer satisfaction in Asia. <i>Psychology and Marketing</i> , 2018, 35, 387-391.	4.6	29
22	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
23	The role of cultural communication norms in social exclusion effects. <i>Journal of Consumer Psychology</i> , 2017, 27, 108-116.	3.2	40
24	“Seize the Deal, or Return It Losing Your Free Gift” The Effect of a Gift “With” Purchase Promotion on Product Return Intention. <i>Psychology and Marketing</i> , 2017, 34, 249-263.	4.6	19
25	The role of other customers during self-service technology failure. <i>Service Business</i> , 2017, 11, 695-715.	2.2	26
26	Embarrassed customers: the dark side of receiving help from others. <i>Journal of Service Management</i> , 2017, 28, 788-806.	4.4	29
27	A composite measure of performance “expectation and performance-only measures. <i>Service Industries Journal</i> , 2017, 37, 936-947.	5.0	7
28	The Effects of Impression Management on Coupon Redemption across Cultures. <i>Psychology and Marketing</i> , 2016, 33, 573-583.	4.6	15
29	Performance-only measures vs. performance-expectation measures of service quality. <i>Service Industries Journal</i> , 2016, 36, 741-756.	5.0	15
30	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
31	Consumers’ pre-launch awareness and preference on movie sales. <i>European Journal of Marketing</i> , 2016, 50, 1024-1046.	1.7	23
32	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
33	Local consumers’ reception of imported and domestic movies in the Korean movie market. <i>Journal of Cultural Economics</i> , 2015, 39, 99-121.	1.3	26
34	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
35	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
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	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
38	Customer value co-creation behavior: Scale development and validation. <i>Journal of Business Research</i> , 2013, 66, 1279-1284.	5.8	960
39	The Impact of Other Customers on Customer Citizenship Behavior. <i>Psychology and Marketing</i> , 2013, 30, 341-356.	4.6	164
40	Do Consumption Goals Matter? The Effects of Online Loyalty Programs in the Satisfaction-Loyalty Relation. <i>Psychology and Marketing</i> , 2012, 29, 549-557.	4.6	21
41	Specification, evaluation, and interpretation of structural equation models. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 8-34.	7.2	2,385
42	Customer participation and citizenship behavioral influences on employee performance, satisfaction, commitment, and turnover intention. <i>Journal of Business Research</i> , 2011, 64, 87-95.	5.8	250
43	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
44	Terror Management Theory in Dermatology: Skin Biopsy Influences Patient Compliance. <i>Acta Dermato-Venereologica</i> , 2010, 90, 246-250.	0.6	2
45	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
46	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
47	The electronic service quality model: The moderating effect of customer self-efficacy. <i>Psychology and Marketing</i> , 2008, 25, 587-601.	4.6	79
48	If employees "go the extra mile," do customers reciprocate with similar behavior?. <i>Psychology and Marketing</i> , 2008, 25, 961-986.	4.6	94
49	When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement. <i>Journal of Consumer Psychology</i> , 2006, 16, 145-155.	3.2	282
50	Variety-Seeking Tendency in Choice for Others: Interpersonal and Intrapersonal Causes. <i>Journal of Consumer Research</i> , 2006, 32, 590-595.	3.5	68
51	What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. <i>Psychology and Marketing</i> , 2004, 21, 351-373.	4.6	441
52	Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty. <i>Journal of the Academy of Marketing Science</i> , 2003, 31, 229-240.	7.2	486
53	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
54	The Role of Culture and Gender in the Relationship between Positive and Negative Affect. <i>Cognition and Emotion</i> , 1999, 13, 641-672.	1.2	377

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55	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
56	Marketing in East Asia: A cross-cultural perspective. <i>Psychology and Marketing</i> , 1998, 15, 503-505.	4.6	7
57	Revisiting attribute diagnosticity in the context of product typicality. <i>Psychology and Marketing</i> , 1996, 13, 605-632.	4.6	7
58	Multitrait-multimethod matrices in consumer research: Critique and new developments. <i>Journal of Consumer Psychology</i> , 1993, 2, 143-170.	3.2	41
59	Contextual Priming Effects in Print Advertisements: The Moderating Role of Prior Knowledge. <i>Journal of Advertising</i> , 1993, 22, 1-10.	4.1	119
60	Multitrait-Multimethod Matrices in Consumer Research. <i>Journal of Consumer Psychology</i> , 1993, 2, 143-170.	3.2	4
61	State versus Action Orientation and the Theory of Reasoned Action: An Application to Coupon Usage. <i>Journal of Consumer Research</i> , 1992, 18, 505.	3.5	335
62	Assumptions of the Two-Step Approach to Latent Variable Modeling. <i>Sociological Methods and Research</i> , 1992, 20, 291-320.	4.3	121
63	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
64	Testing Hypotheses About Methods, Traits, and Communalities in the Direct-Product Model. <i>Applied Psychological Measurement</i> , 1992, 16, 373-380.	0.6	22
65	Assumptions of the Two-Step Approach. <i>Sociological Methods and Research</i> , 1992, 20, 334-339.	4.3	26
66	Appraisal processes in the enactment of intentions to use coupons. <i>Psychology and Marketing</i> , 1992, 9, 469-486.	4.6	53
67	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
68	Assessing Construct Validity in Organizational Research. <i>Administrative Science Quarterly</i> , 1991, 36, 421.	4.8	4,551
69	Multitrait-Multimethod Matrices in Consumer Research. <i>Journal of Consumer Research</i> , 1991, 17, 426.	3.5	552
70	The Effects of Contextual Priming in Print Advertisements. <i>Journal of Consumer Research</i> , 1990, 17, 215.	3.5	211
71	Assessing method variance in multitrait-multimethod matrices: The case of self-reported affect and perceptions at work.. <i>Journal of Applied Psychology</i> , 1990, 75, 547-560.	4.2	388
72	Cognitive and Affective Priming Effects of the Context for Print Advertisements. <i>Journal of Advertising</i> , 1990, 19, 40-48.	4.1	330

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73	Direct and indirect approaches to advertising persuasion. Journal of Business Research, 1990, 20, 279-291.	5.8	6
74	The level of effort required for behaviour as a moderator of the attitude-behaviour relation. European Journal of Social Psychology, 1990, 20, 45-59.	1.5	87
75	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271-284.	3.0	363
76	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
77	The Degree of Intention Formation as a Moderator of the Attitude-Behavior Relationship. Social Psychology Quarterly, 1989, 52, 266.	1.4	207
78	On the Use of Structural Equation Models in Experimental Designs. Journal of Marketing Research, 1989, 26, 271.	3.0	246
79	On the evaluation of structural equation models. Journal of the Academy of Marketing Science, 1988, 16, 74-94.	7.2	17,225
80	On the Evaluation of Structural Equation Models. Journal of the Academy of Marketing Science, 1988, 16, 74-94.	7.2	3,283
81	The Role of Cultural Communication Norms in Social Exclusion Effects. SSRN Electronic Journal, 0, , .	0.4	0