

# Chan Yun Yoo

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3053048/publications.pdf>

Version: 2024-02-01

18  
papers

847  
citations

687363

13  
h-index

794594

19  
g-index

20  
all docs

20  
docs citations

20  
times ranked

660  
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing the Effects of Animation in Online Banner Advertising. <i>Journal of Interactive Advertising</i> , 2004, 4, 49-60.	5.3	122
2	Processing of animation in online banner advertising: The roles of cognitive and emotional responses. <i>Journal of Interactive Marketing</i> , 2005, 19, 18-34.	6.2	118
3	Brand followers. <i>International Journal of Advertising</i> , 2014, 33, 657-680.	6.7	87
4	Audience Motivations for Using Interactive Features: Distinguishing Use of Different Types of Interactivity on an Online Newspaper. <i>Mass Communication and Society</i> , 2008, 11, 375-397.	2.1	83
5	Augment yourself through virtual mirror: the impact of self-viewing and narcissism on consumer responses. <i>International Journal of Advertising</i> , 2018, 37, 421-439.	6.7	73
6	Modeling Audience Interactivity as the Gratification-Seeking Process in Online Newspapers. <i>Communication Theory</i> , 2011, 21, 67-89.	3.2	68
7	Effects beyond click-through: Incidental exposure to web advertising. <i>Journal of Marketing Communications</i> , 2009, 15, 227-246.	4.0	54
8	Branded App Usability: Conceptualization, Measurement, and Prediction of Consumer Loyalty. <i>Journal of Advertising</i> , 2018, 47, 70-82.	6.6	51
9	Branding Potentials of Keyword Search Ads: The Effects of Ad Rankings on Brand Recognition and Evaluations. <i>Journal of Advertising</i> , 2014, 43, 85-99.	6.6	38
10	Are Digital Menus Really Better than Traditional Menus? The Mediating Role of Consumption Visions and Menu Enjoyment. <i>Journal of Interactive Marketing</i> , 2020, 50, 65-80.	6.2	30
11	Interplay of message framing, keyword insertion and levels of product involvement in click-through of keyword search ads. <i>International Journal of Advertising</i> , 2011, 30, 399-424.	6.7	14
12	Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects. <i>Journal of Advertising</i> , 2019, 48, 232-241.	6.6	14
13	A tool for evaluating advertising concepts: Desirable characteristics as viewed by creative practitioners. <i>Journal of Marketing Communications</i> , 2013, 19, 81-97.	4.0	12
14	An Experimental Examination of Factors Affecting Click-Through of Keyword Search Ads. <i>Journal of Current Issues and Research in Advertising</i> , 2012, 33, 56-78.	4.3	11
15	Distance matters: the effects of self-brand connections and construal levels on ad responses. <i>International Journal of Advertising</i> , 2021, 40, 403-430.	6.7	9
16	Deceptive advertising and abnormal stock returns. <i>International Journal of Advertising</i> , 2011, 30, 509-535.	6.7	8
17	An analysis of prediction error for new prime-time television programmes: a comparative study between the USA and Korea. <i>International Journal of Advertising</i> , 2002, 21, 525-546.	6.7	4
18	How do self-brand connections affect ad responses among South Korean consumers? The roles of reference groups and message construals. <i>International Journal of Market Research</i> , 2021, 63, 494-513.	3.8	1