

Jonghan Hyun

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3213143/publications.pdf>

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7
papers

45
citations

1937685

4
h-index

1720034

7
g-index

8
all docs

8
docs citations

8
times ranked

42
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|--|-----|-----------|
| 1 | Why do and why Don't people consume fast Food?: An application of the consumption value model. Food Quality and Preference, 2022, 99, 104550. | 4.6 | 4 |
| 2 | Consumer responses to trade-offs in eco-friendly clothing: The moderating effects of fashion leadership and regulatory focus. Journal of Retailing and Consumer Services, 2021, 59, 102365. | 9.4 | 9 |
| 3 | Investigating the role of regulatory focus in apparel attribute prioritization. Journal of Fashion Marketing and Management, 2021, ahead-of-print, . | 2.2 | 1 |
| 4 | Understanding consumers' purchasing behavior of ethnically disparate products. Journal of Consumer Behaviour, 2018, 17, e114. | 4.2 | 9 |
| 5 | Diversity and Rigor Trends in Retailing Research: Assessment and Guidelines. International Journal of Management Reviews, 2016, 18, 51-68. | 8.3 | 15 |
| 6 | An Analysis of Individual and Institutional Contributions to the Fashion Marketing Forum From 2004 to 2014. Clothing and Textiles Research Journal, 2016, 34, 179-195. | 3.4 | 1 |
| 7 | Author and institution rankings in retail research: an analysis of the four retail journals from 1994-2008. International Review of Retail, Distribution and Consumer Research, 2009, 19, 571-586. | 2.0 | 6 |