

Heeju Chae

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3243599/publications.pdf>

Version: 2024-02-01

6
papers

241
citations

1478505

6
h-index

1872680

6
g-index

6
all docs

6
docs citations

6
times ranked

167
citing authors

#	ARTICLE	IF	CITATIONS
1	Storyscaping in fashion brand using commitment and nostalgia based on ASMR marketing. Journal of Business Research, 2021, 130, 462-472.	10.2	14
2	An explorative study and comparison between companies'™ and customers'™ perspectives in the sustainable fashion industry. Journal of Global Fashion Marketing, 2021, 12, 133-145.	3.7	23
3	The effect of attributes of Korean trendy drama on consumer attitude, national image, and consumer acceptance intention for sustainable Hallyu culture. Journal of Global Fashion Marketing, 2020, 11, 18-36.	3.7	9
4	Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. Journal of Business Research, 2020, 120, 398-406.	10.2	96
5	Understanding fashion consumers'™ attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types. Journal of Global Fashion Marketing, 2016, 7, 103-119.	3.7	90
6	The Effects of Image Based Fashion Brands' SNS Toward Flow and Brand Attitude : Focus on Pleasure Emotion as Mediator. Fashion & Textile Research Journal, 2014, 16, 908-920.	0.6	9