

# Eunice Kim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3472439/publications.pdf>

Version: 2024-02-01

7  
papers

846  
citations

1307594

7  
h-index

1720034

7  
g-index

8  
all docs

8  
docs citations

8  
times ranked

791  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand followers's retweeting behavior on Twitter: How brand relationships influence brand electronic word-of-mouth. <i>Computers in Human Behavior</i> , 2014, 37, 18-25.	8.5	216
2	Why we post selfies: Understanding motivations for posting pictures of oneself. <i>Personality and Individual Differences</i> , 2016, 97, 260-265.	2.9	211
3	Predicting selfie-posting behavior on social networking sites: An extension of theory of planned behavior. <i>Computers in Human Behavior</i> , 2016, 62, 116-123.	8.5	143
4	Engaging consumers and building relationships in social media: How social relatedness influences intrinsic vs. extrinsic consumer motivation. <i>Computers in Human Behavior</i> , 2016, 63, 970-979.	8.5	105
5	Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. <i>Journal of Global Fashion Marketing</i> , 2020, 11, 232-249.	3.7	86
6	Increasing exergame physical activity through self and opponent avatar appearance. <i>Computers in Human Behavior</i> , 2014, 41, 262-267.	8.5	66
7	Predicting Consumer Avoidance of Native Advertising on Social Networking Sites: A Survey of Facebook Users. <i>Journal of Promotion Management</i> , 2021, 27, 1-26.	3.4	19