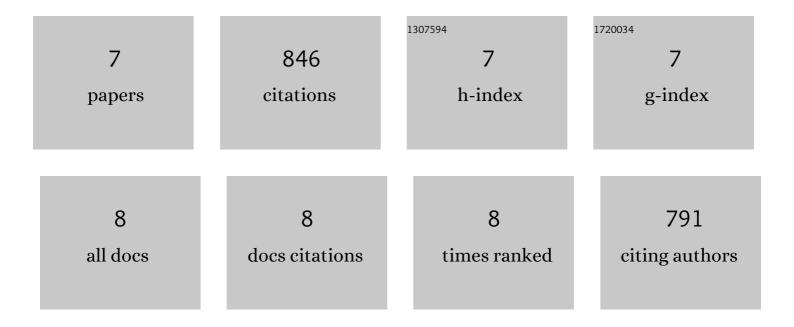
Eunice Kim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/3472439/publications.pdf Version: 2024-02-01



FUNICE KIM

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