

Eunice Kim

List of Publications by Year in descending order

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

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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	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
2	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
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	Why we post selfies: Understanding motivations for posting pictures of oneself. <i>Personality and Individual Differences</i> , 2016, 97, 260-265.	2.9	211
5	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
6	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
7	Increasing exergame physical activity through self and opponent avatar appearance. <i>Computers in Human Behavior</i> , 2014, 41, 262-267.	8.5	66