

Hannah Kang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3608885/publications.pdf>

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2
papers

55
citations

2682335

2
h-index

2917550

2
g-index

2
all docs

2
docs citations

2
times ranked

55
citing authors

#	ARTICLE	IF	CITATIONS
1	Korean children's understanding of social media advergames: An exploratory study of ad recognition and skeptical attitudes toward advertising. <i>Journal of Consumer Behaviour</i> , 2019, 18, 387-398.	2.6	8
2	Advertising or games?. <i>International Journal of Advertising</i> , 2014, 33, 509-532.	4.2	47