

# Eun-Ju Lee

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3769435/publications.pdf>

Version: 2024-02-01

14  
papers

1,110  
citations

1040056

9  
h-index

1058476

14  
g-index

14  
all docs

14  
docs citations

14  
times ranked

900  
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. Journal of Business Research, 2006, 59, 1160-1166.	10.2	694
2	Explaining the Special Case of Incongruity in Advertising: Combining Classic Theoretical Approaches. Marketing Theory, 2004, 4, 59-90.	3.1	110
3	How to “Nudge” your consumers toward sustainable fashion consumption: An fMRI investigation. Journal of Business Research, 2020, 117, 642-651.	10.2	66
4	The more humanlike, the better? How speech type and users’ cognitive style affect social responses to computers. Computers in Human Behavior, 2010, 26, 665-672.	8.5	60
5	Empathy can increase customer equity related to pro-social brands. Journal of Business Research, 2016, 69, 3748-3754.	10.2	52
6	The Spell of Green: Can Frontal EEG Activations Identify Green Consumers?. Journal of Business Ethics, 2014, 122, 511-521.	6.0	46
7	Behavioral and neural evidence on consumer responses to human doctors and medical artificial intelligence. Psychology and Marketing, 2021, 38, 610-625.	8.2	31
8	Proposing and testing the contextual gender influence theory: An examination of gender influence types on trust of computer agents. Journal of Consumer Psychology, 2009, 19, 440-450.	4.5	14
9	Individual differences in oscillatory brain activity in response to varying attentional demands during a word recall and oculomotor dual task. Frontiers in Human Neuroscience, 2015, 9, 381.	2.0	11
10	Moral incompetency under time constraint. Journal of Business Research, 2019, 99, 438-445.	10.2	10
11	Investor Expertise as Mastery over Mind: Regulating Loss Affect for Superior Investment Performance. Psychology and Marketing, 2014, 31, 321-334.	8.2	8
12	ERP Study of Liberals’ and Conservatives’ Moral Reasoning Processes: Evidence from South Korea. Journal of Business Ethics, 2022, 176, 723-739.	6.0	4
13	Individual differences in working memory capacity determine the effects of oculomotor task load on concurrent word recall performance. Brain Research, 2011, 1399, 59-65.	2.2	2
14	Electrophysiological Mechanisms Underlying Time-Dependent Assessments in Moral Decision-Making. Frontiers in Neuroscience, 2019, 13, 1021.	2.8	2