

Giwoong Bae

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4032739/publications.pdf>

Version: 2024-02-01

2
papers

21
citations

3311381

1
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

9
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of movie titles on box office success. <i>Journal of Business Research</i> , 2019, 103, 100-109.	10.2	20
2	Interdependent relation between earned media and TV ratings. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 132-158.	3.2	1