

Jiyoung Kim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4568925/publications.pdf>

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4
papers

196
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

102
citing authors

#	ARTICLE	IF	CITATIONS
1	Hope, fear, and consumer behavioral change amid COVID-19: Application of protection motivation theory. <i>International Journal of Consumer Studies</i> , 2022, 46, 558-574.	11.6	134
2	Effects of retailers' service quality and legitimacy on behavioral intention: the role of emotions during COVID-19. <i>Service Industries Journal</i> , 2021, 41, 84-106.	8.3	50
3	Who says what?: exploring the impacts of content type and blog type on brand credibility, brand similarity and eWOM intention. <i>Journal of Fashion Marketing and Management</i> , 2020, 24, 611-630.	2.2	10
4	Impacts of brand familiarity and brand responses on perceived brand credibility, similarity, and blog recommendation intention: a study of corporate blogs. <i>Journal of Fashion Marketing and Management</i> , 2021, ahead-of-print, .	2.2	2