

# Sangkil Moon

## List of Publications by Year in descending order

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Version: 2024-02-01

31  
papers

972  
citations

516710

16  
h-index

477307

29  
g-index

31  
all docs

31  
docs citations

31  
times ranked

738  
citing authors

#	ARTICLE	IF	CITATIONS
1	How to calculate, use, and report variance explained effect size indices and not die trying. <i>Journal of Consumer Psychology</i> , 2023, 33, 45-61.	4.5	4
2	How many factors in factor analysis? New insights about parallel analysis with confidence intervals. <i>Journal of Business Research</i> , 2022, 139, 1026-1043.	10.2	10
3	Social Media Analytics and Its Applications in Marketing. <i>Foundations and Trends in Marketing</i> , 2022, 15, 213-292.	1.1	5
4	Content analysis of fake consumer reviews by survey-based text categorization. <i>International Journal of Research in Marketing</i> , 2021, 38, 343-364.	4.2	45
5	The effects of cultural distance on online brand popularity. <i>Journal of Brand Management</i> , 2021, 28, 302-324.	3.5	3
6	Segmentation of both reviewers and businesses on social media. <i>Journal of Retailing and Consumer Services</i> , 2021, 61, 102524.	9.4	13
7	Green-lighting scripts in the movie pre-production stage: An application of consumption experience carryover theory. <i>Journal of Business Research</i> , 2021, 140, 332-332.	10.2	3
8	The Influence of Global Brand Distribution on Brand Popularity on Social Media. <i>Journal of International Marketing</i> , 2019, 27, 22-38.	4.4	28
9	Estimating deception in consumer reviews based on extreme terms: Comparison analysis of open vs. closed hotel reservation platforms. <i>Journal of Business Research</i> , 2019, 102, 83-96.	10.2	29
10	The impact of individual differences in weather sensitivity on weather-related purchase intentions. <i>International Journal of Market Research</i> , 2018, 60, 104-117.	3.8	2
11	When marketing strategy meets culture: the role of culture in product evaluations. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 384-402.	11.2	55
12	The Impact of Consumers' Attitudes toward a Theme Park: A Focus on Disneyland in the Los Angeles Metropolitan Area. <i>Sustainability</i> , 2018, 10, 3409.	3.2	5
13	A picture is worth a thousand words: Translating product reviews into a product positioning map. <i>International Journal of Research in Marketing</i> , 2017, 34, 265-285.	4.2	50
14	Cultural and Economic Impacts on Global Cultural Products: Evidence from U.S. Movies. <i>Journal of International Marketing</i> , 2016, 24, 78-97.	4.4	26
15	Consumers' pre-launch awareness and preference on movie sales. <i>European Journal of Marketing</i> , 2016, 50, 1024-1046.	2.9	23
16	Message framing and individual traits in adopting innovative, sustainable products (ISPs): Evidence from biofuel adoption. <i>Journal of Business Research</i> , 2016, 69, 3553-3560.	10.2	37
17	The Roles of Cultural Elements in International Retailing of Cultural Products: An Application to the Motion Picture Industry. <i>Journal of Retailing</i> , 2015, 91, 154-170.	6.2	33
18	Local consumers' reception of imported and domestic movies in the Korean movie market. <i>Journal of Cultural Economics</i> , 2015, 39, 99-121.	2.2	26

#	ARTICLE	IF	CITATIONS
19	The impact of text product reviews on sales. <i>European Journal of Marketing</i> , 2014, 48, 2176-2197.	2.9	53
20	Finding Donors by Relationship Fundraising. <i>Journal of Interactive Marketing</i> , 2013, 27, 112-129.	6.2	5
21	Measuring the success of retention management models built on churn probability, retention probability, and expected yearly revenues. <i>Expert Systems With Applications</i> , 2012, 39, 11718-11727.	7.6	11
22	An Empirical Investigation of Dual Network Effects in Innovation Project Development. <i>Journal of Interactive Marketing</i> , 2011, 25, 215-225.	6.2	3
23	Dynamic Effects among Movie Ratings, Movie Revenues, and Viewer Satisfaction. <i>Journal of Marketing</i> , 2010, 74, 108-121.	11.3	273
24	Quality-adjusted price comparison of non-homogeneous products across Internet retailers. <i>International Journal of Research in Marketing</i> , 2009, 26, 189-196.	4.2	17
25	How do price range shoppers differ from reference price point shoppers?. <i>Journal of Business Research</i> , 2009, 62, 31-38.	10.2	24
26	Conditional efficiency, operational risk and electronic ticket pricing strategies for the airline industry. <i>International Journal of Electronic Marketing and Retailing</i> , 2009, 2, 239.	0.2	2
27	Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach. <i>Management Science</i> , 2008, 54, 71-82.	4.1	71
28	Estimating Promotion Response When Competitive Promotions Are Unobservable. <i>Journal of Marketing Research</i> , 2007, 44, 503-515.	4.8	35
29	Profiling the reference price consumer. <i>Journal of Retailing</i> , 2006, 82, 1-11.	6.2	80
30	How to Speak 'Winese': Learning the Language of Wine Reviews. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
31	Profiling diverse reviewer segments using online reviews of service industries. <i>Journal of Marketing Analytics</i> , 0, , 1.	3.7	1