

Reo Song

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4792703/publications.pdf>

Version: 2024-02-01

15
papers

316
citations

1307594

7
h-index

1125743

13
g-index

15
all docs

15
docs citations

15
times ranked

299
citing authors

#	ARTICLE	IF	CITATIONS
1	Multidimensional brand equity and asymmetric risk. <i>International Journal of Research in Marketing</i> , 2021, 38, 593-614.	4.2	3
2	Reinforcement learning and risk preference in equity linked notes markets. <i>Journal of Empirical Finance</i> , 2021, 64, 224-224.	1.8	1
3	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
4	Newspapersâ€™ Content Policy and the Effect of Paywalls on Pageviews. <i>Journal of Interactive Marketing</i> , 2020, 49, 54-69.	6.2	9
5	The effects of herding and word of mouth in a two-period advertising signaling model. <i>European Journal of Operational Research</i> , 2019, 275, 361-373.	5.7	30
6	Does Deceptive Marketing Pay? The Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis. <i>Journal of Business Ethics</i> , 2019, 158, 743-761.	6.0	17
7	Advertising strategy and its effectiveness on consumer online search in a defaming product-harm crisis. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2018, 30, 705-724.	3.2	4
8	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
9	The effect of product placements on the evaluation of movies. <i>European Journal of Marketing</i> , 2016, 50, 530-549.	2.9	18
10	Does advertising indicate product quality? Evidence from prelaunch and postlaunch advertising in the movie industry. <i>Marketing Letters</i> , 2016, 27, 791-804.	2.9	16
11	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
12	The Relationship Between Product Placement And the Performance of Movies. <i>Journal of Advertising Research</i> , 2015, 55, 322-338.	2.1	6
13	Strategic Online and Offline Retail Pricing: A Review and Research Agenda. <i>Journal of Interactive Marketing</i> , 2010, 24, 138-154.	6.2	121
14	Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis: The Impact of Advertising and News Sentiment. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0
15	The effect of temporal variation of prelaunch expectations on stock market response in the motion picture industry. <i>Journal of Product Innovation Management</i> , 0, , .	9.5	0