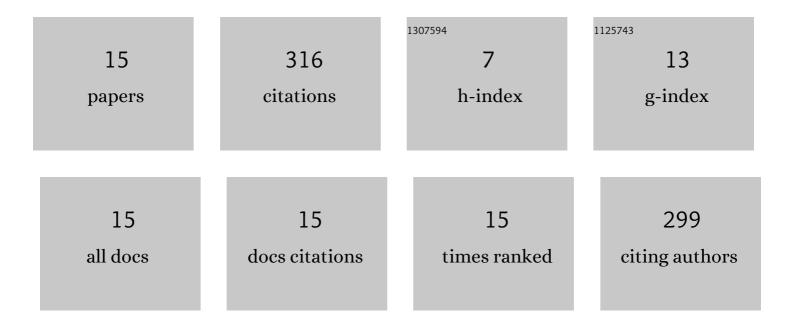
Reo Song

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/4792703/publications.pdf Version: 2024-02-01



DEO SONO

#	Article	IF	CITATIONS
1	Multidimensional brand equity and asymmetric risk. International Journal of Research in Marketing, 2021, 38, 593-614.	4.2	3
2	Reinforcement learning and risk preference in equity linked notes markets. Journal of Empirical Finance, 2021, 64, 224-224.	1.8	1
3	Green-lighting scripts in the movie pre-production stage: An application of consumption experience carryover theory. Journal of Business Research, 2021, 140, 332-332.	10.2	3
4	Newspapers' Content Policy and the Effect of Paywalls on Pageviews. Journal of Interactive Marketing, 2020, 49, 54-69.	6.2	9
5	The effects of herding and word of mouth in a two-period advertising signaling model. European Journal of Operational Research, 2019, 275, 361-373.	5.7	30
6	Does Deceptive Marketing Pay? The Evolution of Consumer Sentiment Surrounding a Pseudo-Product-Harm Crisis. Journal of Business Ethics, 2019, 158, 743-761.	6.0	17
7	Advertising strategy and its effectiveness on consumer online search in a defaming product-harm crisis. Asia Pacific Journal of Marketing and Logistics, 2018, 30, 705-724.	3.2	4
8	When marketing strategy meets culture: the role of culture in product evaluations. Journal of the Academy of Marketing Science, 2018, 46, 384-402.	11.2	55
9	The effect of product placements on the evaluation of movies. European Journal of Marketing, 2016, 50, 530-549.	2.9	18
10	Does advertising indicate product quality? Evidence from prelaunch and postlaunch advertising in the movie industry. Marketing Letters, 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. Journal of Retailing, 2015, 91, 154-170.	6.2	33
12	The Relationship Between Product Placement And the Performance of Movies. Journal of Advertising Research, 2015, 55, 322-338.	2.1	6
13	Strategic Online and Offline Retail Pricing: A Review and Research Agenda. Journal of Interactive Marketing, 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. SSRN Electronic Journal, 0, , .	0.4	0
15	The effect of temporal variation of prelaunch expectations on stock market response in the motion picture industry. Journal of Product Innovation Management, 0, , .	9.5	Ο