

Jung Min Jang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5024/publications.pdf>

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6
papers

48
citations

2258059

3
h-index

2272923

4
g-index

6
all docs

6
docs citations

6
times ranked

55
citing authors

#	ARTICLE	IF	CITATIONS
1	The effect of attribute-based and alternative-based processing on consumer choice in context. <i>Marketing Letters</i> , 2016, 27, 511-524.	2.9	24
2	The Easier the Better: How Processing Fluency Influences Self-Efficacy and Behavioral Intention in Pro-Social Campaign Advertising. <i>Sustainability</i> , 2018, 10, 4777.	3.2	12
3	Content Order in Advertising and Thinking Styles: A Cross-Cultural Study of the United States and South Korea. <i>Journal of Advertising</i> , 2019, 48, 457-472.	6.6	7
4	The interplay of social responsibility consciousness and evaluation mode in consumers' response toward cause-related marketing-enhanced product. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2019, 32, 1651-1674.	3.2	2
5	Diverging influences of usability in online authentication system: the role of culture (US vs Korea). <i>International Journal of Bank Marketing</i> , 2022, 40, 384-400.	6.4	2
6	Location does matter: the effect of display locations of regular price and sale price on consumers' responses in comparative price advertising. <i>International Journal of Advertising</i> , 2020, 39, 1059-1085.	6.7	1