

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