

# Byung-Kwan Lee

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5088476/publications.pdf>

Version: 2024-02-01

11  
papers

104  
citations

1684188  
5  
h-index

1372567  
10  
g-index

11  
all docs

11  
docs citations

11  
times ranked

78  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Moderating Effects of Expectation on the Patterns of the Interactivity-Attitude Relationship. Journal of Advertising, 2007, 36, 109-119.	6.6	45
2	Decreasing advertising interference: The impact of comparable differences on consumer memory in competitive advertising environments. Psychology and Marketing, 2007, 24, 919-945.	8.2	16
3	The effect of structural alignment on choice-process satisfaction and preference formation: The moderating role of self-construal. Journal of Business Research, 2016, 69, 2747-2755.	10.2	12
4	Understanding the Effects of Physical Images on Viewers in Social Comparison Contexts: A Multi-study Approach. Journal of Promotion Management, 2020, 26, 1-18.	3.4	10
5	A validation of the modified democratic e-governance website evaluation model. Government Information Quarterly, 2021, 38, 101616.	6.8	10
6	Rejected or ignored?: the effect of social exclusion on Instagram use motivation and behaviour. Behaviour and Information Technology, 2022, 41, 3177-3190.	4.0	4
7	Development and Validation of the Korean Version of the Social Exclusion Experience Scale. The Korean Journal of Consumer and Advertising Psychology, 2019, 20, 127-152.	0.2	2
8	The effect of E-Government website evaluation on user satisfaction and intention to use: the mediating role of warmth and competence judgment on government. Information, Communication and Society, 2023, 26, 1868-1889.	4.0	2
9	The role of self-construal in moderating the advertising repetition effect: evidence from Korea. Asian Journal of Communication, 2016, 26, 174-193.	1.0	1
10	The effect of attribute alignability on brand evaluation in a competitive context: The moderating role of regulatory mode. Journal of Consumer Behaviour, 0, , .	4.2	1
11	이,~의~사~회~에~대~한~CSR~의~영향(CSR)에~대~한~연구(Stereotype Contents Model)에~대~한~연구 Psychology, 2019, 20, 485-504.	0.2	1