

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 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
2	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
3	A validation of the modified democratic e-governance website evaluation model. Government Information Quarterly, 2021, 38, 101616.	6.8	10
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	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
6	이, -이(CI)에 대해... 이, -이(CI)에 대해... (CSR)의... (Stereotype Contents Model)에 대해... Psychology, 2019, 20, 485-504.	0.2	1
7	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
8	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
9	The Moderating Effects of Expectation on the Patterns of the Interactivity-Attitude Relationship. Journal of Advertising, 2007, 36, 109-119.	6.6	45
10	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
11	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