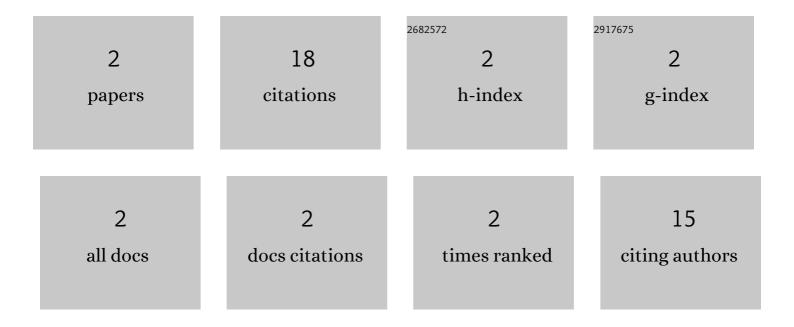
## Hyeyoon Bae

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5295196/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Influence of negative age stereotypes and antiâ€aging needs on older consumers' consumptionâ€coping behaviours: A qualitative study in South Korea. International Journal of Consumer Studies, 2018, 42, 295-305.	11.6	12
2	Factors affecting the diffusion of mobile social network services in an aging society: value of informative, hedonic and ubiquitous services. Journal of Services Marketing, 2021, 35, 834-846.	3.0	6