

Hyunju Shin

List of Publications by Year in descending order

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Version: 2024-02-01

18
papers

759
citations

687363

13
h-index

888059

17
g-index

19
all docs

19
docs citations

19
times ranked

606
citing authors

#	ARTICLE	IF	CITATIONS
1	Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. <i>Journal of Business Research</i> , 2021, 125, 815-826.	10.2	197
2	The effects of harm directions and service recovery strategies on customer forgiveness and negative word-of-mouth intentions. <i>Journal of Retailing and Consumer Services</i> , 2015, 27, 103-112.	9.4	111
3	The influence of supply chain management competency on customer satisfaction and shareholder value. <i>Supply Chain Management</i> , 2012, 17, 249-262.	6.4	80
4	Fear During Natural Disaster: Its Impact on Perceptions of Shopping Convenience and Shopping Behavior. <i>Services Marketing Quarterly</i> , 2018, 39, 293-309.	1.1	50
5	The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. <i>Journal of Retailing and Consumer Services</i> , 2017, 38, 59-70.	9.4	49
6	An Assessment of the Association Between Renewable Energy Utilization and Firm Financial Performance. <i>Journal of Business Ethics</i> , 2018, 151, 1121-1138.	6.0	41
7	The picture of luxury: A comprehensive examination of college student consumers' relationship with luxury brands. <i>Psychology and Marketing</i> , 2020, 37, 56-73.	8.2	41
8	Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements. <i>Journal of Brand Management</i> , 2016, 23, 1-23.	3.5	31
9	Employing proactive interaction for service failure prevention to improve customer service experiences. <i>Journal of Service Theory and Practice</i> , 2017, 27, 164-186.	3.2	30
10	The bright and dark sides of humorous response to online customer complaint. <i>European Journal of Marketing</i> , 2020, 54, 2013-2047.	2.9	28
11	Service Recovery, Justice Perception, and Forgiveness: The "Other Customers" Perspectives. <i>Services Marketing Quarterly</i> , 2018, 39, 1-21.	1.1	26
12	Exploring the elements of consumer nostalgia in retailing: Evidence from a content analysis of retailer collages. <i>Journal of Retailing and Consumer Services</i> , 2017, 35, 1-11.	9.4	22
13	Is it love or just like? Generation Z's brand relationship with luxury. <i>Journal of Product and Brand Management</i> , 2022, 31, 394-414.	4.3	15
14	The efficacy of customer's voluntary use of self-service technology (SST): a dual-study approach. <i>Journal of Strategic Marketing</i> , 2022, 30, 723-745.	5.5	12
15	The effect of implicit service guarantees on business performance. <i>Journal of Services Marketing</i> , 2013, 27, 431-442.	3.0	10
16	Corporate social and environmental irresponsibilities in supply chains, contamination, and damage of intangible resources: A behavioural approach. <i>International Journal of Production Economics</i> , 2021, 241, 108275.	8.9	10
17	Use it or lose it: point expiration and status demotion. <i>Journal of Services Marketing</i> , 2021, 35, 1013-1027.	3.0	5
18	An Assessment of the Association Between Renewable Energy Utilization and Firm Financial Performance. , 2018, 151, 1121.		1