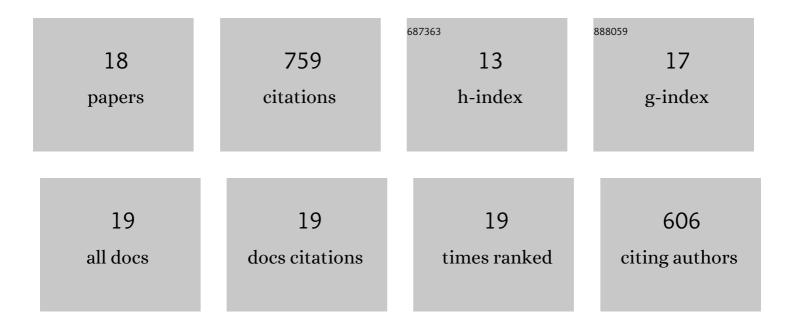
Hyunju Shin

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/5429338/publications.pdf Version: 2024-02-01



| # | 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. Journal of Business Research, 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. Journal of Retailing and Consumer Services, 2015, 27, 103-112. | 9.4 | 111 |
| 3 | The influence of supply chain management competency on customer satisfaction and shareholder value. Supply Chain Management, 2012, 17, 249-262. | 6.4 | 80 |
| 4 | Fear During Natural Disaster: Its Impact on Perceptions of Shopping Convenience and Shopping Behavior. Services Marketing Quarterly, 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. Journal of Retailing and Consumer Services, 2017, 38, 59-70. | 9.4 | 49 |
| 6 | An Assessment of the Association Between Renewable Energy Utilization and Firm Financial Performance. Journal of Business Ethics, 2018, 151, 1121-1138. | 6.0 | 41 |
| 7 | The picture of luxury: A comprehensive examination of college student consumers' relationship with luxury brands. Psychology and Marketing, 2020, 37, 56-73. | 8.2 | 41 |
| 8 | Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements. Journal of Brand Management, 2016, 23, 1-23. | 3.5 | 31 |
| 9 | Employing proactive interaction for service failure prevention to improve customer service experiences. Journal of Service Theory and Practice, 2017, 27, 164-186. | 3.2 | 30 |
| 10 | The bright and dark sides of humorous response to online customer complaint. European Journal of Marketing, 2020, 54, 2013-2047. | 2.9 | 28 |
| 11 | Service Recovery, Justice Perception, and Forgiveness: The "Other Customers―Perspectives. Services Marketing Quarterly, 2018, 39, 1-21. | 1.1 | 26 |
| 12 | Exploring the elements of consumer nostalgia in retailing: Evidence from a content analysis of retailer collages. Journal of Retailing and Consumer Services, 2017, 35, 1-11. | 9.4 | 22 |
| 13 | Is it love or just like? Generation Z's brand relationship with luxury. Journal of Product and Brand Management, 2022, 31, 394-414. | 4.3 | 15 |
| 14 | The efficacy of customer's voluntary use of self-service technology (SST): a dual-study approach. Journal of Strategic Marketing, 2022, 30, 723-745. | 5.5 | 12 |
| 15 | The effect of implicit service guarantees on business performance. Journal of Services Marketing, 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. International Journal of Production Economics, 2021, 241, 108275. | 8.9 | 10 |
| 17 | Use it or lose it: point expiration and status demotion. Journal of Services Marketing, 2021, 35, 1013-1027. | 3.0 | 5 |
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An Assessment of the Association Between Renewable Energy Utilization and Firm Financial Performance., 2018, 151, 1121.

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