

# Hayoung Sally Lim

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5597430/publications.pdf>

Version: 2024-02-01

13  
papers

155  
citations

1162367

8  
h-index

1281420

11  
g-index

13  
all docs

13  
docs citations

13  
times ranked

111  
citing authors

#	ARTICLE	IF	CITATIONS
1	“We think you may like this” An investigation of electronic commerce personalization for privacy-conscious consumers. <i>Psychology and Marketing</i> , 2021, 38, 1723-1740.	4.6	24
2	Nonprofit organization advertising on social media: The role of personality, advertising appeals, and bandwagon effects. <i>Journal of Consumer Behaviour</i> , 2021, 20, 849-861.	2.6	19
3	How Interactive Data Visualization and Users’ BMI (Body Mass Index) Influence Obesity Prevention Intentions: The Mediating Effect of Cognitive Absorption. <i>Health Communication</i> , 2021, 36, 1709-1718.	1.8	18
4	“Should I Post or Ghost?” Examining how privacy concerns impact social media engagement in US consumers. <i>Psychology and Marketing</i> , 2021, 38, 1712-1722.	4.6	17
5	Interactivity as a Double-Edged Sword: Parsing Out the Effects of Modality Interactivity on Anti-Smoking Message Processing and Persuasion. <i>Journalism and Mass Communication Quarterly</i> , 2019, 96, 1099-1119.	1.4	14
6	Harnessing the persuasive potential of data: The combinatory effects of data visualization and interactive narratives on obesity perceptions and policy attitudes. <i>Telematics and Informatics</i> , 2018, 35, 1755-1769.	3.5	12
7	Perceived Brand Authenticity and LGBTQ Publics: How LGBTQ Practitioners Understand Authenticity. <i>International Journal of Strategic Communication</i> , 2021, 15, 395-409.	0.9	11
8	The Value of Brand Fans during a Crisis: Exploring the Roles of Response Strategy, Source, and Brand Identification. <i>International Journal of Business Communication</i> , 2023, 60, 1148-1176.	1.4	10
9	Exploring the influence of stakeholder personality on crisis response evaluations and outcomes. <i>Journal of Contingencies and Crisis Management</i> , 2021, 29, 248-264.	1.6	9
10	Social Media Fatigue and Privacy: An Exploration of Antecedents to Consumers’ Concerns regarding the Security of Their Personal Information on Social Media Platforms. <i>Journal of Interactive Advertising</i> , 2022, 22, 125-140.	3.0	9
11	How Interactive Storytelling Persuades: The Mediating Role of Website Contingency and Narrative Transportation. <i>Journal of Broadcasting and Electronic Media</i> , 2020, 64, 714-735.	0.8	7
12	Perceived organizational authenticity in LGBTQ communication: the scale development and initial empirical findings. <i>Journal of Communication Management</i> , 2022, 26, 187-206.	1.4	4
13	Risk perception, affect, and information avoidance during the 2016 U.S. Presidential election. <i>Journal of Risk Research</i> , 0, , 1-14.	1.4	1