

# Moon Young Kang

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6058187/publications.pdf>

Version: 2024-02-01

16  
papers

150  
citations

1478505

6  
h-index

1199594

12  
g-index

16  
all docs

16  
docs citations

16  
times ranked

143  
citing authors

#	ARTICLE	IF	CITATIONS
1	Predicting Joint Choice Using Individual Data. <i>Marketing Science</i> , 2010, 29, 139-157.	4.1	32
2	Cultural and Economic Impacts on Global Cultural Products: Evidence from U.S. Movies. <i>Journal of International Marketing</i> , 2016, 24, 78-97.	4.4	26
3	Sustainable Corporate Social Media Marketing Based on Message Structural Features: Firm Size Plays a Significant Role as a Moderator. <i>Sustainability</i> , 2018, 10, 1167.	3.2	26
4	The effect of celebrity endorsement on sustainable firm value: evidence from the Korean telecommunications industry. <i>International Journal of Advertising</i> , 2019, 38, 563-576.	6.7	18
5	Sustainable Profit versus Unsustainable Growth: Are Venture Capital Investments and Governmental Support Medicines or Poisons?. <i>Sustainability</i> , 2020, 12, 7773.	3.2	11
6	From clicks to bricks: The impact of product launches in offline stores for digital retailers. <i>Journal of Business Research</i> , 2020, 120, 302-311.	10.2	8
7	Weather sensitivity analysis on grocery shopping. <i>International Journal of Market Research</i> , 2018, 60, 380-393.	3.8	7
8	Sustainable Political Social Media Marketing: Effects of Structural Features in Plain Text Messages. <i>Sustainability</i> , 2020, 12, 5997.	3.2	5
9	Sustainable success in the music industry: Empirical analysis of music preferences. <i>Journal of Business Research</i> , 2022, 142, 1068-1076.	10.2	5
10	Assessing venture capital industry growth in Korea. <i>Managerial Finance</i> , 2018, 44, 74-85.	1.2	3
11	Understanding Credit Card Usage Behavior of Elderly Korean Consumers for Sustainable Growth: Implications for Korean Credit Card Companies. <i>Sustainability</i> , 2021, 13, 3817.	3.2	3
12	Economic Analysis of Charitable Donations. <i>Journal of Marketing and Consumer Behaviour in Emerging Markets</i> , 2016, 2, 40-57.	0.3	3
13	Advertising allocation and impact of advertising on event ticket sales: Which product, where, and when. <i>International Journal of Market Research</i> , 2020, 62, 483-498.	3.8	2
14	What Makes Companies to Survive over a Century? The Case of Dongwha Pharmaceutical in the Republic of Korea. <i>Sustainability</i> , 2022, 14, 946.	3.2	1
15	DB Life Insurance's Company-wide Program of Consumer Centered Management. <i>Journal of Consumer Studies</i> , 2019, 30, 125-142.	0.1	0
16	Computerized emotional content analysis: empirical findings based on charity social media advertisements. <i>International Journal of Advertising</i> , 0, 1-24.	6.7	0