

Moon Young Kang

List of Publications by Year in descending order

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

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