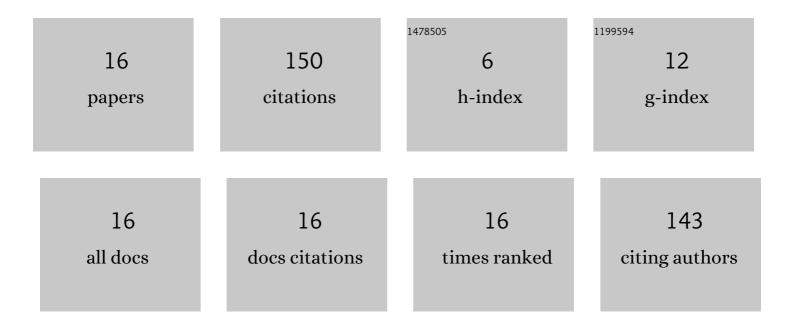
## Moon Young Kang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6058187/publications.pdf Version: 2024-02-01



| #  | Article  | IF   | CITATIONS |
|----|--|------|-----------|
| 1  | What Makes Companies to Survive over a Century? The Case of Dongwha Pharmaceutical in the<br>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<br>Research, 2022, 142, 1068-1076.                                     | 10.2 | 5         |
| 3  | Understanding Credit Card Usage Behavior of Elderly Korean Consumers for Sustainable Growth:<br>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.<br>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<br>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<br>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<br>International Marketing, 2016, 24, 78-97.                                  | 4.4  | 26        |
| 14 | Economic Analysis of Charitable Donations. Journal of Marketing and Consumer Behaviour in<br>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         |