

# Jungju Yu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6136386/publications.pdf>

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5  
papers

62  
citations

2258059

3  
h-index

2550090

3  
g-index

5  
all docs

5  
docs citations

5  
times ranked

18  
citing authors

#	ARTICLE	IF	CITATIONS
1	Targeted Advertising and Consumer Inference. Marketing Science, 2021, 40, 900-922.	4.1	34
2	The benefit of collective reputation. RAND Journal of Economics, 2019, 50, 787-821.	2.3	14
3	A Model of Brand Architecture Choice: A House of Brands vs. A Branded House. Marketing Science, 2021, 40, 147-167.	4.1	9
4	A Model of Brand Architecture Choice: A Branded House vs. A House of Brands. SSRN Electronic Journal, 0, , .	0.4	3
5	A Theory of Brand Positioning: Product-Portfolio View. SSRN Electronic Journal, 0, , .	0.4	2