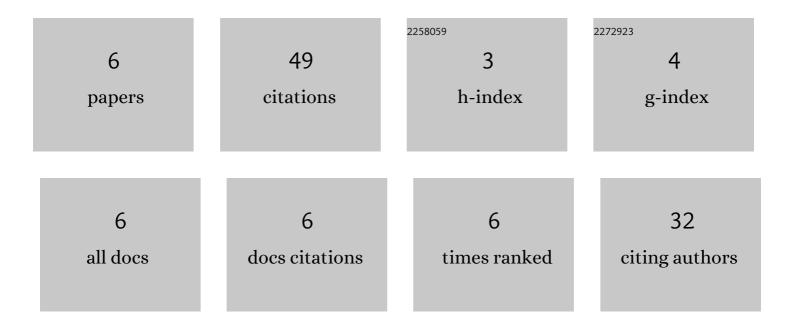
Eunkyung Lee

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6314112/publications.pdf Version: 2024-02-01



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#	Article	IF	CITATIONS
1	Bringing culture into the picture: cross-cultural differences inÂonlineÂcustomer reviews. International Marketing Review, 2022, ahead-of-print, .	3.6	1
2	Effects of Marketing Decisions on Brand Equity and Franchise Performance. Sustainability, 2021, 13, 3391.	3.2	4
3	The influence of launching mobile channels on online customer reviews. Journal of Business Research, 2021, 137, 366-378.	10.2	12
4	A 2020 perspective on "Analyzing dynamic review manipulation and its impact on movie box office revenue― Electronic Commerce Research and Applications, 2020, 41, 100950.	5.0	4
5	Analyzing dynamic review manipulation and its impact on movie box office revenue. Electronic Commerce Research and Applications, 2019, 35, 100840.	5.0	25
6	Effect of Power Message on Employee Response and Job Recruitment in the Hospitality Industry. Journal of Hospitality and Tourism Research, 0, , 109634802110109.	2.9	3