

Eunhyung Lee

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6314112/publications.pdf>

Version: 2024-02-01

6
papers

49
citations

2258059

3
h-index

2272923

4
g-index

6
all docs

6
docs citations

6
times ranked

32
citing authors

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