Jihoon Kim

List of Publications by Year
in descending order

7 papers	783 citations	1478505 6 h-index	1872680 6 g-index
7 all docs	7 docs citations	7 times ranked	769 citing authors

#	Article	IF	Citations
1	Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. Computers in Human Behavior, 2017, 72, 115-122.	8.5	378
2	Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. Telematics and Informatics, 2017, 34, 412-424.	5.8	312
3	Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. Telematics and Informatics, 2018, 35, 1524-1533.	5.8	50
4	Virtual Tours Encourage Intentions to Travel and Willingness to Pay via Spatial Presence, Enjoyment, and Destination Image. Journal of Current Issues and Research in Advertising, 2022, 43, 90-105.	4.3	20
5	Effects of social identity and schadenfreude on attitude toward brand sponsoring an instant replay review: The moderating role of rivalry and suspense. Journal of Consumer Behaviour, 2018, 17, 542-552.	4.2	10
6	Getting a little too personal? Positive and negative effects of personalized advertising on online multitaskers. Telematics and Informatics, 2022, 71, 101831.	5.8	10
7	Performance Expectancy of Officiating Technology in Spector-Based Sport Events: Scale Development and Validation. Communication and Sport, 0, , 216747952110220.	2.4	3