

Jihoon Kim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6351508/publications.pdf>

Version: 2024-02-01

7
papers

783
citations

1651377

6
h-index

2070828

6
g-index

7
all docs

7
docs citations

7
times ranked

871
citing authors

#	ARTICLE	IF	CITATIONS
1	Virtual Tours Encourage Intentions to Travel and Willingness to Pay via Spatial Presence, Enjoyment, and Destination Image. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 90-105.	2.8	20
2	Getting a little too personal? Positive and negative effects of personalized advertising on online multitaskers. <i>Telematics and Informatics</i> , 2022, 71, 101831.	3.5	10
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. <i>Telematics and Informatics</i> , 2018, 35, 1524-1533.	3.5	50
4	Effects of social identity and schadenfreude on attitude toward brand sponsoring an instant replay review: The moderating role of rivalry and suspense. <i>Journal of Consumer Behaviour</i> , 2018, 17, 542-552.	2.6	10
5	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. <i>Telematics and Informatics</i> , 2017, 34, 412-424.	3.5	312
6	Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. <i>Computers in Human Behavior</i> , 2017, 72, 115-122.	5.1	378
7	Performance Expectancy of Officiating Technology in Spector-Based Sport Events: Scale Development and Validation. <i>Communication and Sport</i> , 0, , 216747952110220.	1.6	3