

# Seojin Stacey Lee

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7575610/publications.pdf>

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7  
papers

109  
citations

1937685

4  
h-index

2272923

4  
g-index

7  
all docs

7  
docs citations

7  
times ranked

108  
citing authors

#	ARTICLE	IF	CITATIONS
1	Human-like underdog brands: How brand personality affects self-service technology adoption. <i>Social Behavior and Personality</i> , 2022, , .	0.6	0
2	Self-service versus human interaction in private consumption: The moderating role of brand personality. <i>Social Behavior and Personality</i> , 2022, , .	0.6	0
3	Taking Another Look at Airline CSR: How Required CSR and Desired CSR Affect Customer Loyalty in the Airline Industry. <i>Sustainability</i> , 2020, 12, 4281.	3.2	25
4	Modified Pyramid of CSR for Corporate Image and Customer Loyalty: Focusing on the Moderating Role of the CSR Experience. <i>Sustainability</i> , 2019, 11, 4745.	3.2	26
5	The underdog trap: The moderating role of transgression type in forgiving underdog brands. <i>Psychology and Marketing</i> , 2019, 36, 28-40.	8.2	27
6	The Role of Beneficiariesâ€™ Group Identity in Determining Successful Appeal Strategies for Charitable Giving. <i>Psychology and Marketing</i> , 2015, 32, 1117-1132.	8.2	28
7	Do art lovers lead happier and even healthier lives? Investigating the psychological and physical benefits of savoring art.. <i>Psychology of Aesthetics, Creativity, and the Arts</i> , 0, , .	1.3	3