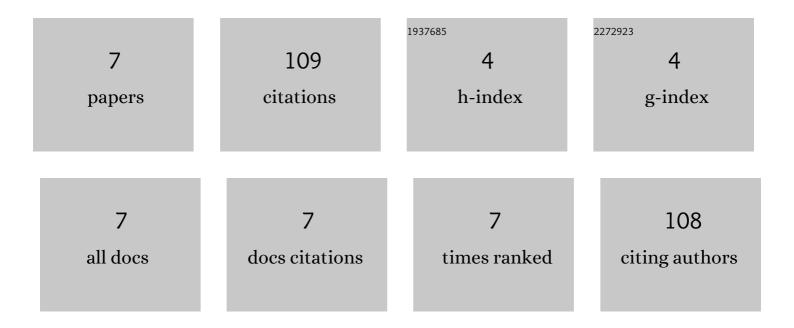
Seojin Stacey Lee

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7575610/publications.pdf Version: 2024-02-01



SECUN STACEY LEE

#	Article	IF	CITATIONS
1	Human-like underdog brands: How brand personality affects self-service technology adoption. Social Behavior and Personality, 2022, , .	0.6	0
2	Self-service versus human interaction in private consumption: The moderating role of brand personality. Social Behavior and Personality, 2022, , .	0.6	0
3	Taking Another Look at Airline CSR: How Required CSR and Desired CSR Affect Customer Loyalty in the Airline Industry. Sustainability, 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. Sustainability, 2019, 11, 4745.	3.2	26
5	The underdog trap: The moderating role of transgression type in forgiving underdog brands. Psychology and Marketing, 2019, 36, 28-40.	8.2	27
6	The Role of Beneficiaries' Group Identity in Determining Successful Appeal Strategies for Charitable Giving. Psychology and Marketing, 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 Psychology of Aesthetics, Creativity, and the Arts, 0, , .	1.3	3