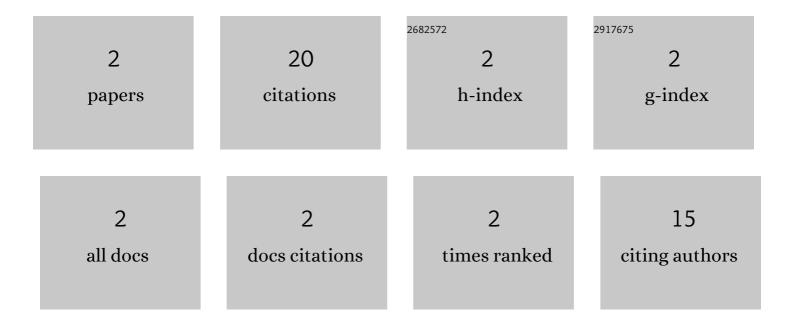
Tae Jung Yoon

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7591813/publications.pdf Version: 2024-02-01



| # | Article | IF | CITATIONS |
|---|--|-----|-----------|
| 1 | Quality Information Disclosure and Patient Reallocation in the Healthcare Industry: Evidence from Cardiac Surgery Report Cards. Marketing Science, 2020, 39, 636-662. | 4.1 | 17 |
| 2 | The dark side of up-selling promotions: Evidence from an analysis of cross-brand purchase behaviorâ~†. Journal of Retailing, 2022, 98, 647-666. | 6.2 | 3 |