

Tae Jung Yoon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7591813/publications.pdf>

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2
papers

20
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

15
citing authors

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