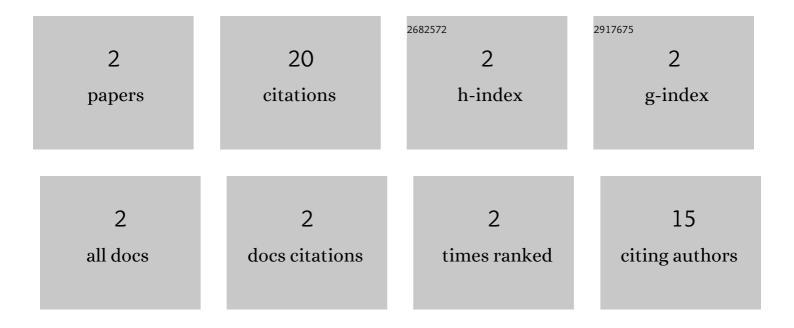
Tae Jung Yoon

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