

# Tae Jung Yoon

## List of Publications by Year in descending order

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

Version: 2024-02-01

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	The dark side of up-selling promotions: Evidence from an analysis of cross-brand purchase behavior†. Journal of Retailing, 2022, 98, 647-666.	6.2	3
2	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