

Youngbum Kwon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7766186/publications.pdf>

Version: 2024-02-01

12
papers

203
citations

1307594

7
h-index

1281871

11
g-index

12
all docs

12
docs citations

12
times ranked

151
citing authors

#	ARTICLE	IF	CITATIONS
1	Sponsorship-linked marketing: research surpluses and shortages. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 607-629.	11.2	83
2	Licensing a sports brand: effects of team brand cue, identification, and performance priming on multidimensional values and purchase intentions. <i>Journal of Product and Brand Management</i> , 2015, 24, 198-210.	4.3	32
3	Development and Validity of a Scale to Measure Workplace Culture of Health. <i>Journal of Occupational and Environmental Medicine</i> , 2015, 57, 571-577.	1.7	29
4	Does Worksite Culture of Health (CoH) Matter to Employees? Empirical Evidence Using Job-Related Metrics. <i>Journal of Occupational and Environmental Medicine</i> , 2016, 58, 448-454.	1.7	18
5	Can an organization's philanthropic donations encourage consumers to give? The roles of gratitude and boundary conditions. <i>Journal of Consumer Behaviour</i> , 2016, 15, 348-358.	4.2	11
6	Unpacking the Associations Between Perceived Cultural Support and Employee Health. <i>Journal of Occupational and Environmental Medicine</i> , 2019, 61, 910-915.	1.7	11
7	Sport sponsorship announcement and stock returns: a meta-analytic review. <i>International Journal of Sports Marketing and Sponsorship</i> , 2021, 22, 608-630.	1.4	7
8	No games to watch: empirical analysis of sport fans's stress and coping strategies during COVID-19 lockdown. <i>International Journal of Sports Marketing and Sponsorship</i> , 2022, 23, 190-208.	1.4	6
9	Online Social Capital and Health What. <i>Journal of Occupational and Environmental Medicine</i> , 2021, 63, e42-e43.	1.7	3
10	Employer-Sponsored Sports Programs Amid COVID-19. <i>Journal of Occupational and Environmental Medicine</i> , 2021, 63, 285-290.	1.7	2
11	Exploring consumer responses to a nationwide breast cancer awareness campaign: the case of the National Football League's Crucial Catch campaign. <i>International Journal of Sport Management and Marketing</i> , 2019, 19, 208.	0.2	1
12	Exploring consumer responses to a nationwide breast cancer awareness campaign: the case of the National Football League's Crucial Catch campaign. <i>International Journal of Sport Management and Marketing</i> , 2019, 19, 208.	0.2	0