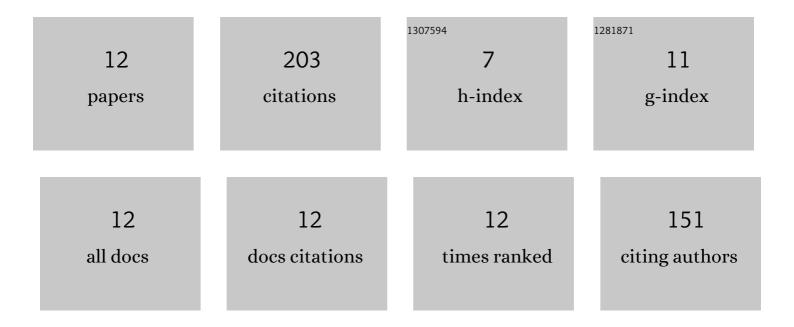
Youngbum Kwon

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7766186/publications.pdf Version: 2024-02-01



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