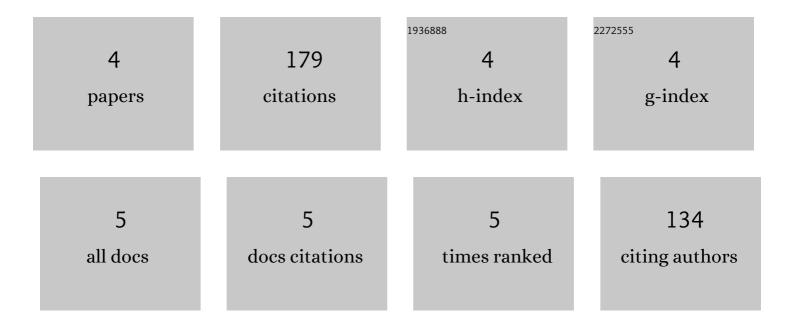
Young-Hoon Park

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8023894/publications.pdf

Version: 2024-02-01



#	Article	IF	CITATIONS
1	The Impact of Coupons on the Visit-to-Purchase Funnel. Marketing Science, 2021, 40, 48-61.	2.7	22
2	Refocusing loyalty programs in the era of big data: a societal lens paradigm. Marketing Letters, 2020, 31, 405-418.	1.9	13
3	The effects of mobile promotions on customer purchaseÂdynamics. International Journal of Research in Marketing, 2018, 35, 453-470.	2.4	27
4	A "Position Paradox―in Sponsored Search Auctions. Marketing Science, 2011, 30, 612-627.	2.7	117