

Young-Hoon Park

List of Publications by Year in descending order

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

Version: 2024-02-01

4
papers

179
citations

1936888

4
h-index

2272555

4
g-index

5
all docs

5
docs citations

5
times ranked

134
citing authors

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