

# You-il Lee

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8193991/publications.pdf>

Version: 2024-02-01

9  
papers

100  
citations

1478505

6  
h-index

1588992

8  
g-index

13  
all docs

13  
docs citations

13  
times ranked

59  
citing authors

#	ARTICLE	IF	CITATIONS
1	Economic nationalism and cosmopolitanism. <i>European Journal of Marketing</i> , 2014, 48, 1133-1158.	2.9	25
2	Economic Nationalism and Globalization in South Korea: A Critical Insight. <i>Asian Perspective</i> , 2015, 39, 125-151.	0.7	13
3	Challenges confronting the "One Belt One Road"™ initiative: Social networks and cross-cultural adjustment in CPEC projects. <i>International Business Review</i> , 2022, 31, 101902.	4.8	12
4	Bancassurance in East Asia: Cultural impact on customers'™ cross-buying behaviour. <i>Journal of Financial Services Marketing</i> , 2014, 19, 234-247.	3.4	11
5	South Korea's Meandering Path to Globalisation in the Late Twentieth Century. <i>Asian Studies Review</i> , 2010, 34, 309-327.	1.1	10
6	The role of nation brand in attracting foreign direct investments: a case study of Korea. <i>International Marketing Review</i> , 2019, 38, 124-140.	3.6	8
7	Challenges of Korea's Foreign Direct Investment-Led Globalization: Multinational Corporations' Perceptions. <i>Asia Pacific Business Review</i> , 2007, 13, 163-181.	2.9	7
8	Korean direct investment in Southeast Asia. <i>Journal of Contemporary Asia</i> , 1995, 25, 179-196.	1.7	6
9	From Evolution to Revolution. , 0, , .		0