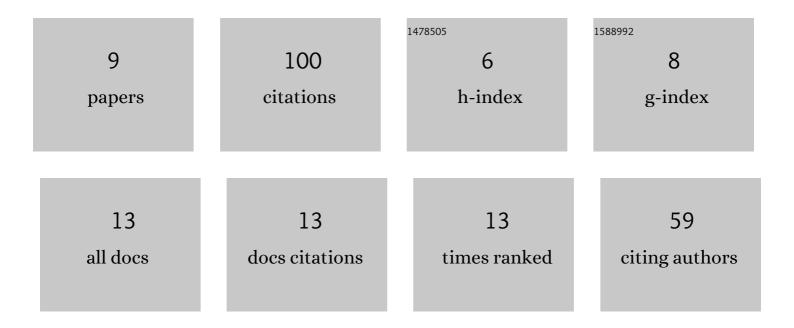
You-il Lee

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8193991/publications.pdf Version: 2024-02-01



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