

Seounmi Youn

List of Publications by Year in descending order

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Version: 2024-02-01

34
papers

2,753
citations

304368

22
h-index

377514

34
g-index

34
all docs

34
docs citations

34
times ranked

1910
citing authors

#	ARTICLE	IF	CITATIONS
1	Electronic word of mouth (eWOM). <i>International Journal of Advertising</i> , 2009, 28, 473-499.	4.2	488
2	Online Word-of-Mouth (or Mouse): An Exploration of Its Antecedents and Consequences. <i>Journal of Computer-Mediated Communication</i> , 2006, 11, 1104-1127.	1.7	447
3	Determinants of Online Privacy Concern and Its Influence on Privacy Protection Behaviors Among Young Adolescents. <i>Journal of Consumer Affairs</i> , 2009, 43, 389-418.	1.2	309
4	Teenagers' Perceptions of Online Privacy and Coping Behaviors: A Risk-Benefit Appraisal Approach. <i>Journal of Broadcasting and Electronic Media</i> , 2005, 49, 86-110.	0.8	151
5	Susceptibility and Severity. <i>Communication Research</i> , 1999, 26, 240-267.	3.9	137
6	Antecedents of Consumer Attitudes toward Cause-Related Marketing. <i>Journal of Advertising Research</i> , 2008, 48, 123-137.	1.0	130
7	Restricting gambling advertising and the third-person effect. <i>Psychology and Marketing</i> , 2000, 17, 633-649.	4.6	110
8	“In A.I. we trust?” The effects of parasocial interaction and technopian versus luddite ideological views on chatbot-based customer relationship management in the emerging “feeling economy”. <i>Computers in Human Behavior</i> , 2021, 119, 106721.	5.1	106
9	Gender and Online Privacy among Teens: Risk Perception, Privacy Concerns, and Protection Behaviors. <i>Cyberpsychology, Behavior and Social Networking</i> , 2008, 11, 763-765.	2.2	103
10	Understanding ad avoidance on Facebook: Antecedents and outcomes of psychological reactance. <i>Computers in Human Behavior</i> , 2019, 98, 232-244.	5.1	89
11	Parental Influence and Teens' Attitude toward Online Privacy Protection. <i>Journal of Consumer Affairs</i> , 2008, 42, 362-388.	1.2	82
12	Newsfeed native advertising on Facebook: young millennials' knowledge, pet peeves, reactance and ad avoidance. <i>International Journal of Advertising</i> , 2019, 38, 651-683.	4.2	61
13	Reconnecting with the past in social media: The moderating role of social influence in nostalgia marketing on Pinterest. <i>Journal of Consumer Behaviour</i> , 2017, 16, 565-576.	2.6	55
14	Leading National Advertisers' Uses of Advergaming. <i>Journal of Current Issues and Research in Advertising</i> , 2008, 30, 1-13.	2.8	45
15	Functional matching effect in CRM: Moderating roles of perceived message quality and skepticism. <i>Journal of Marketing Communications</i> , 2014, 20, 397-418.	2.7	43
16	Brand Experience on the Website: Its Mediating Role Between Perceived Interactivity and Relationship Quality. <i>Journal of Interactive Advertising</i> , 2016, 16, 1-15.	3.0	40
17	Teens' responses to Facebook newsfeed advertising: The effects of cognitive appraisal and social influence on privacy concerns and coping strategies. <i>Telematics and Informatics</i> , 2019, 38, 30-45.	3.5	38
18	Temporal duration and attribution process of cause-related marketing: moderating roles of self-construal and product involvement. <i>International Journal of Advertising</i> , 2018, 37, 217-235.	4.2	37

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19	The impact of fast fashion retailers' sustainable collections on corporate legitimacy: Examining the mediating role of altruistic attributions. <i>Journal of Consumer Behaviour</i> , 2020, 19, 618-631.	2.6	35
20	Adolescents' responses to social media newsfeed advertising: the interplay of persuasion knowledge, benefit-risk assessment, and ad scepticism in explaining information disclosure. <i>International Journal of Advertising</i> , 2020, 39, 213-231.	4.2	34
21	Consumers' responses to native vs. banner advertising: moderation of persuasion knowledge on interaction effects of ad type and placement type. <i>International Journal of Advertising</i> , 2019, 38, 207-236.	4.2	28
22	Understanding the moderating effect of motivational values on young consumers' responses to luxury brands: A cross-cultural study of South Korea and the USA. <i>Journal of Marketing Communications</i> , 2018, 24, 103-124.	2.7	26
23	Why do consumers with social phobia prefer anthropomorphic customer service chatbots? Evolutionary explanations of the moderating roles of social phobia. <i>Telematics and Informatics</i> , 2021, 62, 101644.	3.5	26
24	The power of brand nostalgia: Contrasting brand personality dimensions and consumer-brand relationships of nostalgic and non-nostalgic brands. <i>Journal of Consumer Behaviour</i> , 2021, 20, 1373-1387.	2.6	20
25	Motivations to Regulate Online Gambling and Violent Game Sites. <i>Journal of Interactive Advertising</i> , 2004, 5, 46-59.	3.0	19
26	Exploring the Traits of Happy People. <i>Social Indicators Research</i> , 2000, 52, 195-209.	1.4	17
27	Effects of construal level and need for cognition on consumers' responses to temporally framed benefits. <i>Journal of Consumer Behaviour</i> , 2019, 18, 135-150.	2.6	16
28	Consumers as time travellers: the moderating effects of risk perception and construal level on consumers' responses to temporal framing. <i>International Journal of Advertising</i> , 2019, 38, 1070-1097.	4.2	15
29	Does She Have to Be Thin? Testing the Effects of Models' Body Sizes on Advertising Effectiveness. <i>Atlantic Journal of Communication</i> , 2013, 21, 164-183.	0.7	10
30	Snapping and chatting away: Consumer motivations for and outcomes of interacting with Snapchat AR ad lens. <i>Telematics and Informatics</i> , 2021, 57, 101514.	3.5	10
31	"They bought it, therefore I will buy it": The effects of peer users' conversion as sales performance and entrepreneurial sellers' number of followers as relationship performance in mobile social commerce. <i>Computers in Human Behavior</i> , 2022, 131, 107212.	5.1	10
32	The determinants of online security concerns and their influence on e-transactions. <i>International Journal of Internet Marketing and Advertising</i> , 2009, 5, 194.	0.1	6
33	Motivations for and outcomes of participating in research online communities. <i>International Journal of Market Research</i> , 2018, 60, 238-256.	2.8	5
34	A trip down memory lane: Antecedents and outcomes of ad-evoked nostalgia on Facebook. <i>Journal of Consumer Behaviour</i> , 2020, 19, 314.	2.6	5