

Hanna Kim

List of Publications by Year in descending order

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12
papers

902
citations

933447

10
h-index

1372567

10
g-index

12
all docs

12
docs citations

12
times ranked

788
citing authors

#	ARTICLE	IF	CITATIONS
1	How CSR Leads to Corporate Brand Equity: Mediating Mechanisms of Corporate Brand Credibility and Reputation. <i>Journal of Business Ethics</i> , 2014, 125, 75-86.	6.0	344
2	Corporate Brand Trust as a Mediator in the Relationship between Consumer Perception of CSR, Corporate Hypocrisy, and Corporate Reputation. <i>Sustainability</i> , 2015, 7, 3683-3694.	3.2	118
3	Does customer engagement in corporate social responsibility initiatives lead to customer citizenship behaviour? The mediating roles of customerâ€™company identification and affective commitment. <i>Corporate Social Responsibility and Environmental Management</i> , 2018, 25, 1258-1269.	8.7	98
4	The Normative Social Influence on Eco-Friendly Consumer Behavior: The Moderating Effect of Environmental Marketing Claims. <i>Clothing and Textiles Research Journal</i> , 2012, 30, 4-18.	3.4	84
5	The Role of Gender Differences in the Impact of CSR Perceptions on Corporate Marketing Outcomes. <i>Corporate Social Responsibility and Environmental Management</i> , 2016, 23, 345-357.	8.7	60
6	When and how does customer engagement in CSR initiatives lead to greater CSR participation? The role of CSR credibility and customerâ€™company identification. <i>Corporate Social Responsibility and Environmental Management</i> , 2020, 27, 1878-1891.	8.7	59
7	When does customer CSR perception lead to customer extra-role behaviors? The roles of customer spirituality and emotional brand attachment. <i>Journal of Brand Management</i> , 2020, 27, 421-437.	3.5	51
8	The Role of Brand Trust in Male Customers' Relationship to Luxury Brands. <i>Psychological Reports</i> , 2014, 114, 609-624.	1.7	35
9	The Moderating Roles of Gender and Age in Tablet Computer Adoption. <i>Cyberpsychology, Behavior, and Social Networking</i> , 2014, 17, 33-39.	3.9	32
10	Investigation of the relationship between service values and loyalty behaviors under high commitment. <i>Service Business</i> , 2013, 7, 103-119.	4.2	21
11	Moderating Effect of Luxury Value Perceptions in the Relationship between In-Store Emotions and Perceived Brand Luxury. <i>Journal of the Korean Society of Clothing and Textiles</i> , 2016, 40, 81-96.	0.3	0
12	The Effects of Digital Signage Attributes and Content Type on Flow in Apparel Stores. <i>Journal of the Korean Society of Clothing and Textiles</i> , 2018, 42, 855-870.	0.3	0