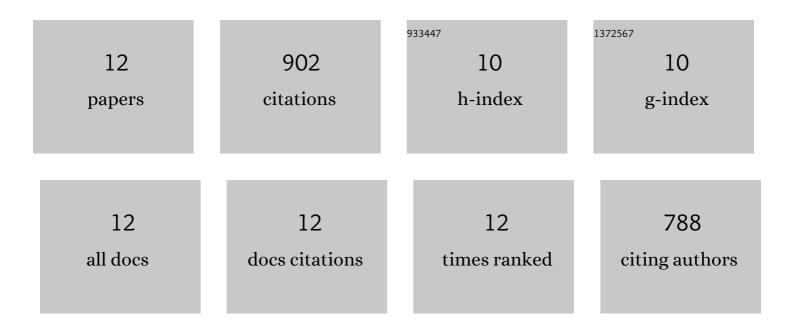
## Hanna Kim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/895327/publications.pdf Version: 2024-02-01



HANNA KIM

#	Article	IF	CITATIONS
1	How CSR Leads to Corporate Brand Equity: Mediating Mechanisms of Corporate Brand Credibility and Reputation. Journal of Business Ethics, 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. Sustainability, 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. Corporate Social Responsibility and Environmental Management, 2018, 25, 1258-1269.	8.7	98
4	The Normative Social Influence on Eco-Friendly Consumer Behavior: The Moderating Effect of Environmental Marketing Claims. Clothing and Textiles Research Journal, 2012, 30, 4-18.	3.4	84
5	The Role of Gender Differences in the Impact of CSR Perceptions on Corporate Marketing Outcomes. Corporate Social Responsibility and Environmental Management, 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 customer–company identification. Corporate Social Responsibility and Environmental Management, 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. Journal of Brand Management, 2020, 27, 421-437.	3.5	51
8	The Role of Brand Trust in Male Customers' Relationship to Luxury Brands. Psychological Reports, 2014, 114, 609-624.	1.7	35
9	The Moderating Roles of Gender and Age in Tablet Computer Adoption. Cyberpsychology, Behavior, and Social Networking, 2014, 17, 33-39.	3.9	32
10	Investigation of the relationship between service values and loyalty behaviors under high commitment. Service Business, 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. Journal of the Korean Society of Clothing and Textiles, 2016, 40, 81-96.	0.3	0
12	The Effects of Digital Signage Attributes and Content Type on Flow in Apparel Stores. Journal of the Korean Society of Clothing and Textiles, 2018, 42, 855-870.	0.3	0