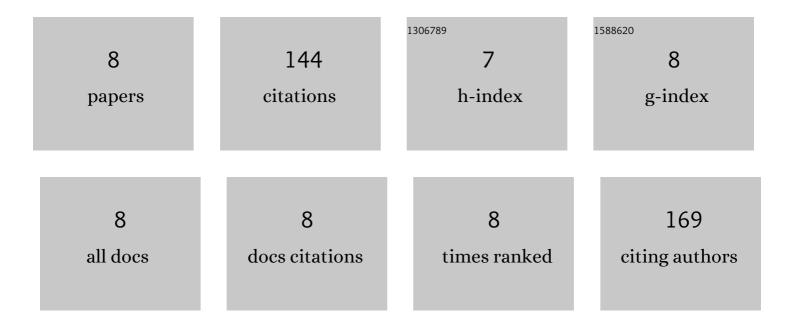
Hyeseung Elizabeth Koh

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9173386/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Descriptive Norms and Involvement in Health and Environmental Behaviors. Communication Research, 2017, 44, 367-387.	3.9	35
2	Examining digital video advertising (DVA) effectiveness. European Journal of Marketing, 2019, 53, 2451-2479.	1.7	26
3	A study exploring factors of decision to text while walking among college students based on Theory of Planned Behavior (TPB). Journal of American College Health, 2016, 64, 619-627.	0.8	19
4	Microbiologists' Public Engagement Views and Behaviors. Journal of Microbiology and Biology Education, 2018, 19, .	0.5	16
5	Predictors of Playing Augmented Reality Mobile Games While Walking Based on the Theory of Planned Behavior: Web-Based Survey. JMIR MHealth and UHealth, 2017, 5, e191.	1.8	15
6	Examining digital advertising using an affect transfer hypothesis. Journal of Research in Interactive Marketing, 2018, 12, 231-254.	7.2	14
7	Hooked on a feeling: The effect of music tempo on attitudes and the mediating role of consumers' affective responses. Journal of Consumer Behaviour, 2017, 16, 550-564.	2.6	13
8	Stigma activation through dis-identification: cognitive bias triggered by mass media photos of people with obesity. Journal of Applied Communication Research, 2019, 47, 485-504.	0.7	6