

# Hyeseung Elizabeth Koh

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9173386/publications.pdf>

Version: 2024-02-01

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