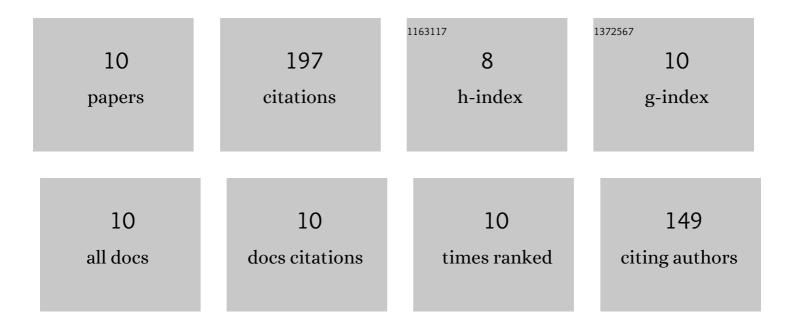
Sanga Song

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9299921/publications.pdf Version: 2024-02-01



SANCA SONC

#	Article	IF	CITATIONS
1	Personalizing 3D virtual fashion stores: an action research approach to modularity development. International Journal of Retail and Distribution Management, 2022, 50, 342-360.	4.7	10
2	Is social media marketing worth it for luxury brands? The dual impact of brand page satisfaction and brand love on word-of-mouth and attitudinal loyalty intentions. Journal of Product and Brand Management, 2022, 31, 1033-1046.	4.3	19
3	Personalizing 3D virtual fashion stores: Exploring modularity with a typology of atmospherics based on user input. Information and Management, 2021, 58, 103461.	6.5	10
4	Older Adults' Online Shopping Continuance Intentions: Applying the Technology Acceptance Model and the Theory of Planned Behavior. International Journal of Human-Computer Interaction, 2021, 37, 938-948.	4.8	49
5	Celebrity endorsements for luxury brands: followers vs. non-followers on social media. International Journal of Advertising, 2020, 39, 802-823.	6.7	21
6	Perceptions, attitudes, and behaviors toward sustainable fashion: Application of Q and $Q\hat{a}\in \mathbb{R}$ methodologies. International Journal of Consumer Studies, 2017, 41, 264-273.	11.6	41
7	Exploring SNS as a consumer tool for retail therapy: explicating semantic networks of "shopping makes me happy (unhappy)―as a new product development method. Journal of Global Scholars of Marketing Science, 2015, 25, 37-48.	2.0	10
8	A decision model development for crowdsourcing in the fashion industry. Journal of Global Scholars of Marketing Science, 2014, 24, 411-425.	2.0	5
9	Which content types increase participation in fashion social platforms?. Journal of Global Scholars of Marketing Science, 2013, 23, 297-313.	2.0	23
10	Triangulated value perspectives of Place marketing: A case of Dongdaemun and the Doota shopping mall. Journal of Global Fashion Marketing, 2013, 4, 299-318.	3.7	9