

Sanga Song

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9299921/publications.pdf>

Version: 2024-02-01

10
papers

197
citations

1163117

8
h-index

1372567

10
g-index

10
all docs

10
docs citations

10
times ranked

149
citing authors

#	ARTICLE	IF	CITATIONS
1	Personalizing 3D virtual fashion stores: an action research approach to modularity development. <i>International Journal of Retail and Distribution Management</i> , 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. <i>Journal of Product and Brand Management</i> , 2022, 31, 1033-1046.	4.3	19
3	Personalizing 3D virtual fashion stores: Exploring modularity with a typology of atmospherics based on user input. <i>Information and Management</i> , 2021, 58, 103461.	6.5	10
4	Older Adultsâ€™ Online Shopping Continuance Intentions: Applying the Technology Acceptance Model and the Theory of Planned Behavior. <i>International Journal of Human-Computer Interaction</i> , 2021, 37, 938-948.	4.8	49
5	Celebrity endorsements for luxury brands: followers vs. non-followers on social media. <i>International Journal of Advertising</i> , 2020, 39, 802-823.	6.7	21
6	Perceptions, attitudes, and behaviors toward sustainable fashion: Application of Q and Qâ€™ methodologies. <i>International Journal of Consumer Studies</i> , 2017, 41, 264-273.	11.6	41
7	Exploring SNS as a consumer tool for retail therapy: explicating semantic networks of â€œshopping makes me happy (unhappy)â€ as a new product development method. <i>Journal of Global Scholars of Marketing Science</i> , 2015, 25, 37-48.	2.0	10
8	A decision model development for crowdsourcing in the fashion industry. <i>Journal of Global Scholars of Marketing Science</i> , 2014, 24, 411-425.	2.0	5
9	Which content types increase participation in fashion social platforms?. <i>Journal of Global Scholars of Marketing Science</i> , 2013, 23, 297-313.	2.0	23
10	Triangulated value perspectives of Place marketing: A case of Dongdaemun and the Doota shopping mall. <i>Journal of Global Fashion Marketing</i> , 2013, 4, 299-318.	3.7	9