

Kacy K Kim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9472714/publications.pdf>

Version: 2024-02-01

13
papers

193
citations

1163117

8
h-index

1125743

13
g-index

13
all docs

13
docs citations

13
times ranked

114
citing authors

#	ARTICLE	IF	CITATIONS
1	The effects of eWOM volume and valence on product sales – an empirical examination of the movie industry. <i>International Journal of Advertising</i> , 2019, 38, 471-488.	6.7	45
2	Text versus pictures in advertising: effects of psychological distance and product type. <i>International Journal of Advertising</i> , 2019, 38, 528-543.	6.7	28
3	Dollar-Off or Percent-Off? Discount Framing, Construal Levels, and Advertising Appeals. <i>Journal of Promotion Management</i> , 2019, 25, 314-327.	3.4	19
4	Ethical dissonance in environmental advertising: Moderating effects of self-benefit versus other-benefit appeals. <i>International Journal of Advertising</i> , 2021, 40, 1320-1342.	6.7	18
5	Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects. <i>Journal of Advertising</i> , 2019, 48, 232-241.	6.6	14
6	Active bidders versus smart bidders. <i>European Journal of Marketing</i> , 2019, 53, 585-606.	2.9	14
7	How liberals and conservatives respond to feasibility and desirability appeals in anti-tobacco campaigns. <i>Asian Journal of Communication</i> , 2019, 29, 55-72.	1.0	12
8	Slow versus fast: how speed-induced construal affects perceptions of advertising messages. <i>International Journal of Advertising</i> , 2021, 40, 225-245.	6.7	12
9	“Kid tested, mother approved”™: the relationship between advertising expenditures and “most-loved”™ brands. <i>International Journal of Advertising</i> , 2016, 35, 42-60.	6.7	8
10	Red Sox versus Yankees: Sports Team Rivalry, Sports Symbols, and Distance Performance. <i>Journal of Global Sport Management</i> , 2020, 5, 308-319.	2.0	8
11	Culture and Health Persuasion: Differences between Koreans and Americans. <i>Journal of Current Issues and Research in Advertising</i> , 2021, 42, 83-101.	4.3	8
12	Branded entertainment: Gender differences in reactions to star ratings. <i>Journal of Consumer Behaviour</i> , 2019, 18, 166-176.	4.2	6
13	The mind of the beholder: congruence effects in luxury product placements. <i>International Journal of Advertising</i> , 2023, 42, 562-588.	6.7	1