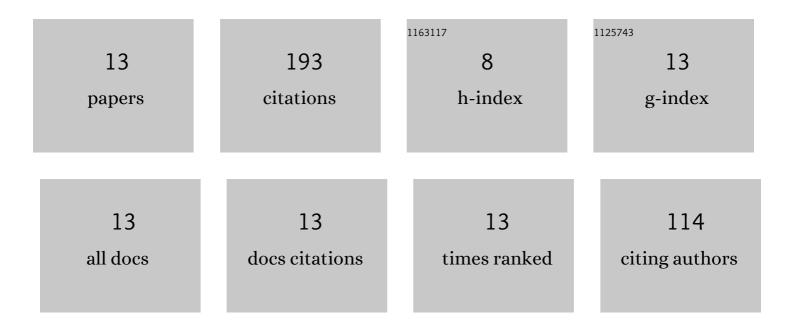
Kacy K Kim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/9472714/publications.pdf Version: 2024-02-01



KACY K KIM

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