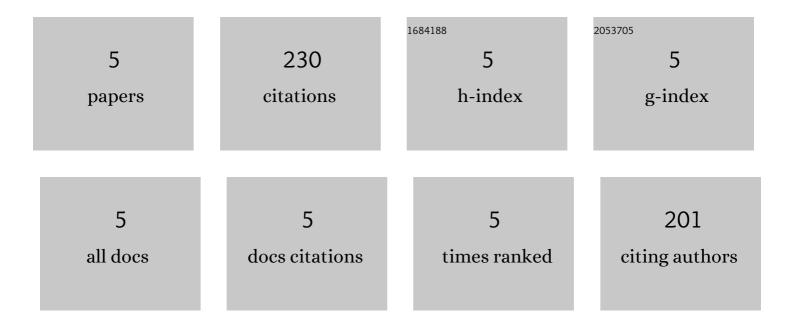
Joon Ho Lim

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1294848/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Value propositions in a digitally transformed world. Industrial Marketing Management, 2020, 87, 256-263.	6.7	31
2	Toward a new perspective on salesperson success and motivation: a trifocal framework. Journal of Personal Selling and Sales Management, 2020, 40, 267-288.	2.8	10
3	Competitive Effects of Front-of-Package Nutrition Labeling Adoption on Nutritional Quality: Evidence from Facts Up Front–Style Labels. Journal of Marketing, 2020, 84, 3-21.	11.3	31
4	A comprehensive review on logo literature: research topics, findings, and future directions. Journal of Marketing Management, 2019, 35, 1291-1365.	2.3	36
5	The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. Journal of Marketing, 2018, 82, 85-105.	11.3	122