

Joon Ho Lim

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1294848/publications.pdf>

Version: 2024-02-01

5
papers

230
citations

1684188

5
h-index

2053705

5
g-index

5
all docs

5
docs citations

5
times ranked

201
citing authors

#	ARTICLE	IF	CITATIONS
1	Value propositions in a digitally transformed world. <i>Industrial Marketing Management</i> , 2020, 87, 256-263.	6.7	31
2	Toward a new perspective on salesperson success and motivation: a trifocal framework. <i>Journal of Personal Selling and Sales Management</i> , 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. <i>Journal of Marketing</i> , 2020, 84, 3-21.	11.3	31
4	A comprehensive review on logo literature: research topics, findings, and future directions. <i>Journal of Marketing Management</i> , 2019, 35, 1291-1365.	2.3	36
5	The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. <i>Journal of Marketing</i> , 2018, 82, 85-105.	11.3	122