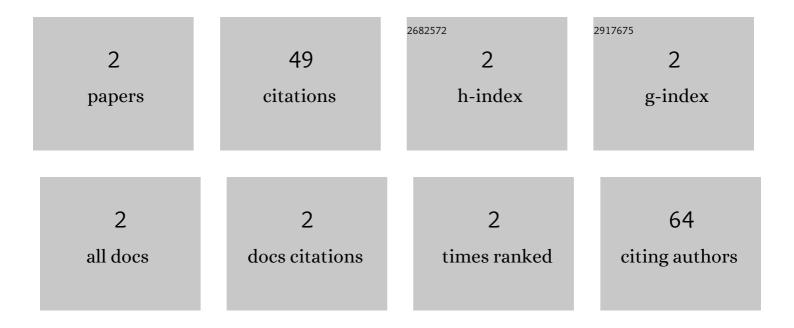
Jihoon Hong

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2154742/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Machine Learning for Creativity: Using Similarity Networks to Design Better Crowdfunding Projects. Journal of Marketing, 2022, 86, 87-104.	11.3	19
2	Strategic management of next-generation connected life: Focusing on smart key and car–home connectivity. Technological Forecasting and Social Change, 2016, 103, 11-20.	11.6	30