

Woojung Chang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7942891/publications.pdf>

Version: 2024-02-01

14
papers

998
citations

1040056

9
h-index

1125743

13
g-index

14
all docs

14
docs citations

14
times ranked

960
citing authors

#	ARTICLE	IF	CITATIONS
1	The Effectiveness of Customer Participation in New Product Development: A Meta-Analysis. <i>Journal of Marketing</i> , 2016, 80, 47-64.	11.3	341
2	How does CRM technology transform into organizational performance? A mediating role of marketing capability. <i>Journal of Business Research</i> , 2010, 63, 849-855.	10.2	213
3	Supply chain integration and firm financial performance: A meta-analysis of positional advantage mediation and moderating factors. <i>European Management Journal</i> , 2016, 34, 282-295.	5.1	166
4	A contextual approach to supply chain risk mitigation. <i>International Journal of Logistics Management</i> , 2015, 26, 642-656.	6.6	99
5	Differential Mediating Effects of Radical and Incremental Innovation on Market Orientation-Performance Relationship: A Meta-Analysis. <i>Journal of Marketing Theory and Practice</i> , 2014, 22, 235-250.	4.3	75
6	Appropriate service robots in exchange and communal relationships. <i>Journal of Business Research</i> , 2022, 141, 462-474.	10.2	36
7	The Thin Line between Love and Hate of Attention: The Customer Shopping Experience. <i>Journal of Marketing Theory and Practice</i> , 2015, 23, 415-433.	4.3	17
8	Comparing reflective and formative measures: New insights from relevant simulations. <i>Journal of Business Research</i> , 2016, 69, 3177-3185.	10.2	17
9	The joint effects of customer participation in various new product development stages. <i>European Management Journal</i> , 2019, 37, 259-268.	5.1	14
10	Moral intensity, moral awareness and ethical predispositions: The case of insurance fraud. <i>Journal of Financial Services Marketing</i> , 2016, 21, 4-18.	3.4	8
11	Different status reevaluation period and communication styles for top-tier and bottom-tier customers in multi-tier loyalty programs. <i>European Journal of Marketing</i> , 2020, 54, .	2.9	5
12	The effectiveness of AI salesperson vs. human salesperson across the buyer-seller relationship stages. <i>Journal of Business Research</i> , 2022, 148, 241-251.	10.2	4
13	Observation of other's preferential treatment as a constructive catalyst for improved repatronize intentions. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102214.	9.4	3
14	Unlatching or latching a door to the competitor. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021, ahead-of-print, .	3.2	0