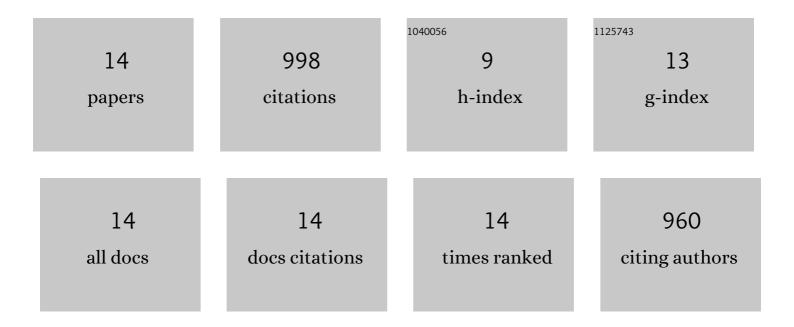
Woojung Chang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7942891/publications.pdf Version: 2024-02-01



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