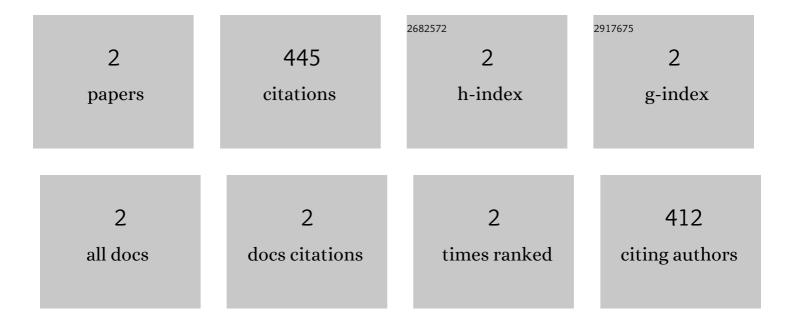
Charles Kang

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/8050281/publications.pdf

Version: 2024-02-01



#	Article	IF	CITATIONS
1	Relating Online, Regional, and National Advertising to Firm Value. Journal of Marketing, 2016, 80, 39-55.	11.3	84
2	Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance. Journal of Marketing, 2016, 80, 59-79.	11.3	361