

Charles Kang

List of Publications by Year in descending order

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

Version: 2024-02-01

2
papers

445
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

412
citing authors

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