

# Hyoryung Nam

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/9740020/publications.pdf>

Version: 2024-02-01

6  
papers

309  
citations

1684188

5  
h-index

1872680

6  
g-index

6  
all docs

6  
docs citations

6  
times ranked

281  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Informational Value of Social Tagging Networks. <i>Journal of Marketing</i> , 2014, 78, 21-40.	11.3	95
2	Harvesting Brand Information from Social Tags. <i>Journal of Marketing</i> , 2017, 81, 88-108.	11.3	76
3	Tournaments to Crowdfund Innovation: The Role of Moderator Feedback and Participation Intensity. <i>Journal of Marketing</i> , 2019, 83, 138-157.	11.3	68
4	Digital Environment in Global Markets: Cross-Cultural Implications for Evolving Customer Journeys. <i>Journal of International Marketing</i> , 2020, 28, 28-47.	4.4	45
5	Buyer-supplier matching in online B2B marketplace: An empirical study of small- and medium-sized enterprises (SMEs). <i>Industrial Marketing Management</i> , 2021, 93, 90-100.	6.7	22
6	Opening the OTC drug market: The effect of deregulation on retail pharmacy's performance. <i>International Journal of Research in Marketing</i> , 2022, 39, 847-866.	4.2	3