

Tekijät	Julkaisun nimi	Vuosi	Lehden nimi	Volyymi	Numero	Sivut
Sandbacka, Jenny; Nätti, Satu; Tähtinen, Jaana	Branding activities of a micro industrial services company	2013	Journal Of Services Marketing	27	2	166-177
Aarikka-Stenroos, Leena; Lehtimäki, Tuula	Building up a firm's commercialisation competence : from product concept to the first reference	2013	International Journal Of Technology Marketing	8	2	177-196
Juntunen, Mari; Juntunen, Jouni; Autere, Vesa	Co-creating nonprofit brand equity	2013	International Journal Of Nonprofit And Voluntary Sector Marketing	18	2	122-132
Peters, Linda D; Pressey, Andrew D; Vanharanta, Markus; Johnston, Wesley J	Constructivism and critical realism as alternative approaches to the study of business networks : convergences and divergences in theory and in research practice	2013	Industrial Marketing Management	42	3	336-346
Salo, Jari; Kajalo, Sami; Mäntymäki, Matti; Sihvonen, Antti, Leminen, Seppo	Consumer acceptance of electronic reading devices : an empirical study from Finland	2013	Journal Of Information Technology Research	6	1	20-31
Komulainen, Hanna; Mainela, Tuija; Tähtinen, Jaana	Customer's potential value : the role of learning	2013	Journal Of Business Market Management	6	1	1-21
Saleem-ur-Rahman; Cripps, Helen; Salo, Jari; Hussain, Rao Iftikhar; Zaheer, Arshad	Determinants of satisfaction with e-retailing : the role of usability factors	2013	Middle East Journal Of Scientific Research	17	11	1537-1545
Komulainen, Hanna; Tapio, Jarkko	Exploring value co-creation in the emerging business service context	2013	International Journal Of Services And Operations Management!	14	4	339-420

Lindgreen, Adam; Vanhamme, Joelle ; Van Raaij, Erik M; Johnston, Wesley J	Go configure : the mix of purchasing practices to choose for your supply base	2013	California Management Review	55	2	72-96
Komulainen, Hanna; Mainela, Tuija; Tähtinen, Jaana	Intermediary roles in local mobile advertising : findings from a Finnish study	2013	Journal Of Marketing Communications	2013		1-15
Salo, Jari ; Wendelin, Robert	Longitudinal analysis of digital bonding in buyer-seller relationships	2013	Journal Of Business-To-Business Marketing	20	1	1-19
Palo, Teea; Tähtinen, Jaana	Networked business model development for emerging technology-based services	2013	Industrial Marketing Management	42	5	773-782
Nuojua, Outi; Tähtinen, Jaana	New service development : the supplier capability approach	2013	Journal Of Management And Strategy	4	2	34-41
Lähteenmäki, Ilkka; Nätti, Satu	Obstacles to upgrading customer value-in-use in retail banking	2013	International Journal Of Bank Marketing	31	5	334-347
Bek, Mikhail A; Bek, Nadezda N; Shresheva, Marina Y; Johnston, Wesley J	Perspectives of SME innovation clusters development in Russia	2013	Journal Of Business And Industrial Marketing	28	3	240-259
Mäntymäki, Matti; Salo, Jari	Purchasing behavior in social virtual worlds : an examination of Habbo Hotel	2013	International Journal Of Information Management	33	2	282-290

Terho, Harri; Kairisto-Mertanen, Liisa; Bellenger, Danny N; Johnston, Wesley J	Salesperson goal orientations and the selling performance : the critical role of mediation and moderation	2013	Journal Of Business Market Management	6	2	70-90
Borg, Susanne Wiatr; Johnston, Wesley J	The IPS-EQ model : interpersonal skills and emotional intelligence in a sales process	2013	Journal Of Personal Selling And Sales Management	33	1	39-52
Jain, Megha; Khalil, Shadab; Ming-Sung Cheng, Julian; Johnston, Wesley	The performance implications of power-trust relationship : the moderating role of commitment in the supplier-retailer relationship	2013	Industrial Marketing Management	-	-	-
Ojansivu, Ilkka; Alajoutsijärvi, Kimmo; Salo, Jari	The development of post-project buyer?seller interaction in service-intensive projects	2013	Industrial Marketing Management	42	8	1318-1327
Salo, Jari; Lankinen, Mikko; Mäntymäki, Matti	The use of social media for artist marketing : music industry perspectives and consumer motivations	2013	Jmm International Journal On Media Management	15	1	23-41
Peters, Linda D; Pressey, Andrew D; Vanharanta, Marcus; Johnston, Wesley J	Theoretical developments in industrial marketing management : multidisciplinary perspectives	2013	Industrial Marketing Management	42	3	275 ? 282
Laukkanen, Mikko; Mattila, Pekka; Salo, Jari; Tikkanen, Henriikki	Using live cases for teaching, industry collaboration, and research	2013	Marketing Education Review	23	1	65-72
Juntunen, Mari	Co-creating corporate brand in start-ups	2012	Marketing Intelligence & Planning	30	2	230-249

Minna Oinonen; Anne Jalkala; Salo Jari	Combining RFID technology with social media marketing : a value network analysis	2012	International Journal Of Business Information Systems	11	4	426-441
Salo, Jari	Customer experience management in the music industry online communities	2012	International Journal Of Music Business Research	1	2	7-30
Rollins, Minna; Bellenger, Danny N; Johnston, Wesley J	Customer information utilization in business-to-business markets : muddling through process?	2012	Journal Of Business Research	65	6	758-764
Helander, Nina; Ulkuniemi Pauliina	Customer perceived value in software industry	2012	Journal Of High Technology Management Research	23	1	26-35
Johnston, Wesley J.; Khalil, Shadab; Jain, Megha; Cheng, Julian Ming-Sung	Determinants of joint action in international channels of distribution: the moderating role of psychic distance	2012	Journal Of International Marketing	20	3	34-49
Minna Rollins; Danny N. Bellenger; Wesley J. Johnston	Does customer information usage improve a firm's performance in business-to-business markets?	2012	Industrial Marketing Management	41	6	984-994
Alajoutsijärvi Kimmo; Mainela Tuija; Ulkuniemi Pauliina; Montell Emma	Dynamic effects of business cycles on project business relationships	2012	Management Decision	50	2	291-304
Ulkuniemi, Pauliina	Horizontal interest in industrial purchasing	2012	International Journal Of Procurement Management	5	3	337-351

Jari Juga; Jouni Juntunen; Mari Juntunen	Impact of service quality, image and relational aspects on satisfaction and loyalty in logistics outsourcing relationships	2012	International Journal Of Shipping And Transport Logistics	4	1	17-28
Alajoutsijärvi, Kimmo; Kettunen, Kerttu; Tikkanen, Henrikki	Institutional evolution of business schools in Finland 1909-2009	2012	Management & Organizational History	7	4	337- 367
Tähtinen, J.; Mainela, T.; Nätti, S.; Saraniemi, S.	Intradepartmental faculty mentoring in teaching marketing	2012	Journal Of Marketing Education	34		5-18
Nätti, Satu; Palo, Teea	Key account management in business-to-business expert organisations: an exploratory study on the implementation process	2012	Service Industries Journal	32	11	1837-1852
Lehtimäki, Tuula	Managing the new product launch process: cross-functional information exchange perspective	2012	International Journal Of Advances In Management And Economics	1	4	31-41
Jouni Tapani Juntunen; Mari Juntunen; Vesa Autere	Outsourcing strategies of the security sector through acquisition procedures	2012	International Journal Of Physical Distribution & Logistics Management	42	10	931-947
Alajoutsijärvi, Kimmo; Mainela, Tuija; Salminen, Risto; Ulkuniemi, Pauliina	Perceived customer involvement and organizational design in project business	2012	Scandinavian Journal Of Management	28	1	77-89
Zablah, Alex R.; Bellenger, Danny; Straub, Detmar; Johnston, Wesley James,	Performance implications of CRM technology use: a multi-level field study of business customers and their providers in the telecommunications industry	2012	Information Systems Research	23	2	418-435

Ryan, A.; Tähtinen, J.; Vanharanta, M.; Mainela, T.	Putting critical realism to work in the study of business relationship processes	2012	Industrial Marketing Management	41	2	300-311
Juntunen, Mari; Juntunen, Jouni; Autere, Vesa	Recruits' corporate brand co-creation experiences of the Finnish military forces	2012	Corporate Reputation Review	15	2	88-104
Ryan, Annmarie; Tähtinen, Jaana	Relationship ending from the perspective of the non-initiator	2012	Journal Of Customer Behaviour	11	2	197-212
Salo Jari	The role of mobile technology in a buyer-supplier relationship : a case study from the steel industry	2012	Journal Of Business & Industrial Marketing	27	7	554-563
Palo, Teea; Tähtinen, Jaana	A network perspective on business models for emerging technology-based services	2011	Journal Of Business & Industrial Marketing	26	5	377-388
Juntunen, J., Juntunen, M. and Autere, V.	A case study on the role of the Finnish defence forces in the transport sector	2011	Journal Of Military Studies	2	1	34-43
Juntunen Mari, Juntunen Jouni, Juga Jari	Corporate brand equity and loyalty in b2b markets: a study among logistics service purchasers	2011	Journal Of Brand Management	18	4-5	300-311
Ulkuniemi Pauliina, Pekkarinen Saara	Creating value for the business service buyer through modularity	2011	International Journal Of Services And Operations Management!	8	2	127-141

Gürsel Ilipinar, Wesley J. Johnston, Jordi Montaña, John-Christopher Spender, Duane P. Truex	Design thinking in the postmodern organization	2011	China-Usa Business Review	10	11	1203-1212
Rahikka, Emmi, Ulkuniemi, Pauliina and Pekkarinen, Saara	Developing the value perception of the business customer through service modularity	2011	Journal Of Business & Industrial Marketing	26	5	357 – 367
Saraniemi Saila	From destination image building to identity-based branding	2011	International Journal Of Culture, Tourism And Hospitality Research	5	3	247-254
Alajoutsijärvi, Kimmo; Moisanen, Heidi; Salminen, Risto T.	In search of relevance in management education: three perspectives	2011	Problems And Perspectives In Management		2	33-46
Minna Rollins, Saara Pekkarinen and Mari Mehtälä	Inter-firm customer knowledge sharing in logistics services: an empirical study	2011	International Journal Of Physical Distribution & Logistics Management	41	10	956-971
Mäläskä, M., Saraniemi, S., Tähtinen, J.	Network actors' participation in b2b SME branding	2011	Industrial Marketing Management	40	7	1144–1152
Saraniemi Saila, Kylänen, Mika	Problematizing the concept of tourism destination: an analysis of different theoretical approaches	2011	Journal Of Travel Research	50	2	133-143
Juntunen, J., Juntunen, M. and Autere, V.	Protecting Finnish defence security: a logistics challenge	2011	International Journal Of Shipping And Transport Logistics	3	3	295-311

Yong Lin and Saara Pekkarinen	QFD-based modular logistics service design	2011	Journal Of Business & Industrial Marketing	26	5	344-356
David Nickell, T. Bettina Cornwell, Wesley J. Johnston	Sponsorship-linked marketing: a set of research propositions	2011	Journal Of Business & Industrial Marketing	26	8	577-589
Jämsä, P., Tähtinen, J. Ryan, A. and M. Pallari	Sustainable SMEs network utilization: the case of food enterprises	2011	Journal Of Small Business And Enterprise Development	18	1	141-156
Tähtinen, Jaana and Blois, Keith	The involvement and influence of emotions in problematic business relationships	2011	Industrial Marketing Management	40		907-918
Juga Jari, Juntunen Jouni	Trust, control and confidence in logistics outsourcing decisions	2011	International Journal Of Services Technology And Management	15	3/4	178-191
Brian P. Brown; Alex R. Zablah; Danny N. Bellenger; Wesley J. Johnston	When do B2B brands influence the decision making of organizational buyers? an examination of the relationship between purchase risk and brand sensitivity	2011	International Journal Of Research In Marketing	28		194-204
Peters, L., Johnston, W., Pressey, A. and Kendrick, T.	Collaboration and collective learning: networks as learning organisations	2010	Journal Of Business & Industrial Marketing	25	6	478-484
Juntunen, M., Saraniemi, S., Halttu, M., Tähtinen, J.	Corporate brand building in different stages of small business growth	2010	Journal Of Brand Management	18	2	115-133

Juntunen Jouni, Autere Vesa and Juntunen Mari	Degree of standardisation, agility and supply chain performance	2010	International Journal Of Services And Standards	6	2	112-122
Saraniemi, Salla	Destination brand identity development and value system	2010	Tourism Review	65	2	52-60
Salo J, Sandhu M, Cripps H	Digital service infrastructure development and deployment in the business service industry	2010	Journal Of Digital Marketing	1	1	41-58
Jouni Juntunen ja Mari Juntunen	External economies and confidence: a way to reduce logistics costs	2010	International Journal Of Logistics Research And Applications	13	5	329-337
Juntunen Jouni	Functional spin-offs in logistics service markets	2010	International Journal Of Logistics Research And Applications	13	2	121-132
Palo Teea	Knowledge of the future - subjective interpretations and true beliefs?	2010	Futura	29	4	88-95
Härkönen, Kai, Ulkuniemi, Pauliina, Tähtinen, Jaana	Managing competitive bidding in the Finnish healthcare sector	2010	Management Research Review	33	2	145-160
Low, B. and Johnston, W.	Organizational network legitimacy and its impact on knowledge networks: the case of China's TD-SCDMA mobility technology	2010	Journal Of Business & Industrial Marketing	25	6	468-477

Juga Jari, Juntunen Jouni and Grant David B.	Service quality and its relation to satisfaction and loyalty in logistics outsourcing relationships	2010	Managing Service Quality	20	6	496-510
Juntunen J., Grant, D.B. and Juga J.	Short-run vs long-run trade-offs in outsourcing relationships: Impacts on loyalty and switching propensity	2010	Strategic Outsourcing: An International Journal	3	3	211-225
Hausman, Angela & Johnston, Wesley J.	The impact of coercive and non-coercive forms of influence on trust, commitment, and compliance in supply chains	2010	Industrial Marketing Management	39	3	519-526
Bettis-Outland, H., Cromartie, J., Johnston, W. and Bordens, A.	The return on trade show information (RTSI): a conceptual analysis	2010	Journal Of Business & Industrial Marketing	25	4	268-271
Guesalaga, Rodrigo and Johnston, Wesley J.	What's next in key account management research? building the bridge between the academic literature and the practitioners' priorities	2010	Industrial Marketing Management	39	7	1063-1068