

Jaakko Aspara

List of Publications by Year in descending order

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Version: 2024-02-01

58
papers

1,853
citations

304743

22
h-index

276875

41
g-index

60
all docs

60
docs citations

60
times ranked

1411
citing authors

#	ARTICLE	IF	CITATIONS
1	Transparent structured products for retail investors. <i>European Journal of Operational Research</i> , 2022, 302, 752-767.	5.7	2
2	The effect of type of company doing home delivery during a pandemic on consumers' quality perceptions and behavior. <i>International Journal of Physical Distribution and Logistics Management</i> , 2022, 52, 1-24.	7.4	6
3	Consumer involvement in supply networks: A cubic typology of C2B2C and C2B2B business models. <i>Industrial Marketing Management</i> , 2021, 93, 356-369.	6.7	12
4	Consumer price effects: Loss aversion in value vs. in demand. <i>Journal of the Operational Research Society</i> , 2020, 71, 1306-1314.	3.4	2
5	Customer journey analyses in digital media: exploring the impact of cross-media exposure on customers' purchase decisions. <i>Journal of Service Management</i> , 2020, 31, 489-508.	7.2	14
6	What Gets Measured Gets Done: Can Self-Tracking Technologies Enhance Advice Compliance?. <i>Journal of Service Research</i> , 2020, 23, 281-298.	12.2	19
7	Can Advertising Investments Counter the Negative Impact of Shareholder Complaints on Firm Value?. <i>Journal of Marketing</i> , 2019, 83, 58-80.	11.3	42
8	Sharing-Dominant Logic? Quantifying the Association between Consumer Intelligence and Choice of Social Access Modes. <i>Journal of Consumer Research</i> , 2019, 46, 201-222.	5.1	26
9	Types of intelligence predict likelihood to get married and stay married: Large-scale empirical evidence for evolutionary theory. <i>Personality and Individual Differences</i> , 2018, 122, 1-6.	2.9	11
10	Relational Price Discounts: Consumers' Metacognitions and Nonlinear Effects of Initial Discounts on Customer Retention. <i>Journal of Marketing</i> , 2018, 82, 115-131.	11.3	22
11	The Dilemma of Service Productivity and Service Innovation. <i>Journal of Service Research</i> , 2018, 21, 249-262.	12.2	21
12	Why do public policy-makers ignore marketing and consumer research? A case study of policy-making for alcohol advertising. <i>Consumption Markets and Culture</i> , 2017, 20, 12-34.	2.1	5
13	Effect of intelligence on consumers' responsiveness to a pro-environmental tax: Evidence from large-scale data on car acquisitions of male consumers. <i>Journal of Consumer Psychology</i> , 2017, 27, 448-455.	4.5	12
14	Is more capability always beneficial for firm performance? Market orientation, core business process capabilities and business environment. <i>Journal of Marketing Management</i> , 2016, 32, 1359-1385.	2.3	14
15	What Counts versus what can be Counted: The Complex Interplay of Market Orientation and Marketing Performance Measurement. <i>Journal of Marketing</i> , 2016, 80, 60-78.	11.3	146
16	Behavioral Cycles Leading to the Divestment of Previous Core Businesses. <i>Proceedings - Academy of Management</i> , 2015, 2015, 18106.	0.1	0
17	Focal versus background goals in consumer financial decision-making. <i>European Journal of Marketing</i> , 2015, 49, 1114-1138.	2.9	16
18	Sleeping with competitors: the impact of NPD phases on stock market reactions to horizontal collaboration. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 490-511.	11.2	29

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19	Investorsâ€™ reactions to company advertisements: the persuasive effect of product-featuring ads. <i>European Journal of Marketing</i> , 2015, 49, 943-967.	2.9	12
20	Cut your losses and let your profits run: How shifting feelings of personal responsibility reverses the disposition effect. <i>Journal of Behavioral and Experimental Finance</i> , 2015, 8, 18-24.	3.8	48
21	Selling losers and keeping winners: How (savings) goal dynamics predict a reversal of the disposition effect. <i>Marketing Letters</i> , 2015, 26, 201-211.	2.9	13
22	Upper Echelons Perspective on Search and Competitive Behavior. <i>Proceedings - Academy of Management</i> , 2015, 2015, 16839.	0.1	0
23	Struggles in organizational attempts to adopt new branding logics: the case of a marketizing university. <i>Consumption Markets and Culture</i> , 2014, 17, 522-552.	2.1	47
24	Group-Buying Deal Popularity. <i>Journal of Marketing</i> , 2014, 78, 20-33.	11.3	104
25	Cause Marketing Effectiveness and the Moderating Role of Price Discounts. <i>Journal of Marketing</i> , 2014, 78, 120-142.	11.3	173
26	Naturally designed for masculinity vs. femininity? Prenatal testosterone predicts male consumers' choices of gender-imaged products. <i>International Journal of Research in Marketing</i> , 2014, 31, 117-121.	4.2	38
27	Do institutional investors pay attention to customer satisfaction and why?. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 119-136.	11.2	44
28	Explaining corporate short-termism: self-reinforcing processes and biases among investors, the media and corporate managers. <i>Socio-Economic Review</i> , 2014, 12, 667-693.	3.0	29
29	Corporate Business Model Transformation and Inter-Organizational Cognition: The Case of Nokia. <i>Long Range Planning</i> , 2013, 46, 459-474.	4.9	172
30	Sales activity systematization and performance: differences between product and service firms. <i>Journal of Business and Industrial Marketing</i> , 2013, 28, 494-505.	3.0	8
31	Creating novel consumer value vs. capturing value: Strategic emphases and financial performance implications. <i>Journal of Business Research</i> , 2013, 66, 593-602.	10.2	49
32	The Role of Product and Brand Perceptions In Stock Investing: Effects On Investment Considerations, Optimism and Confidence. <i>Journal of Behavioral Finance</i> , 2013, 14, 195-212.	1.7	40
33	Generative mechanisms in project marketing â€“ an agenda for inquiry. <i>Journal of Global Scholars of Marketing Science</i> , 2013, 23, 196-212.	2.0	6
34	The effect of environmental feedback mechanisms on competitive activity in emerging industries. <i>Proceedings - Academy of Management</i> , 2013, 2013, 11401.	0.1	0
35	Corporate marketing in the stock market. <i>European Journal of Marketing</i> , 2011, 45, 1446-1469.	2.9	27
36	Individualsâ€™ Affect-Based Motivations to Invest in Stocks: Beyond Expected Financial Returns and Risks. <i>Journal of Behavioral Finance</i> , 2011, 12, 78-89.	1.7	43

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37	Strategic management of business model transformation: lessons from Nokia. <i>Management Decision</i> , 2011, 49, 622-647.	3.9	138
38	Documentation and Continuous Development of Processes for Customer Management: Implications for Profitable Growth. <i>Australasian Marketing Journal</i> , 2011, 19, 267-280.	5.4	0
39	The Influence of Product Design Evaluations on Investors'™ Willingness to Invest in Companies: Theory and Experiment with Finnish Individual Investors. <i>Design Management Journal</i> , 2011, 6, 79-93.	0.4	2
40	Awareness, action and context's specificity of blue ocean practices in sales management. <i>Management Decision</i> , 2011, 49, 1218-1234.	3.9	17
41	Exploration and exploitation across three resource classes. <i>European Journal of Marketing</i> , 2011, 45, 596-630.	2.9	34
42	The Role of Product and Brand Perceptions in Stock Investing: Effects on Investment Considerations, Optimism and Confidence. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	0
43	The Spill-Over of Product Evaluations to Stock Investment Decisions: An Experiment with Finnish Individual Investors. <i>SSRN Electronic Journal</i> , 2010, , .	0.4	0
44	The Role of Company Affect in Stock Investments: Towards Blind, Undemanding, Noncomparative and Committed Love. <i>Journal of Behavioral Finance</i> , 2010, 11, 103-113.	1.7	31
45	Consumers' stock preferences beyond expected financial returns. <i>International Journal of Bank Marketing</i> , 2010, 28, 193-221.	6.4	36
46	Business model innovation vs replication: financial performance implications of strategic emphases. <i>Journal of Strategic Marketing</i> , 2010, 18, 39-56.	5.5	193
47	Aesthetics of stock investments. <i>Consumption Markets and Culture</i> , 2009, 12, 99-131.	2.1	17
48	How Do Institutional Actors in the Financial Market Assess Companies'™ Product Design? The Quasi-rational Evaluative Schemes. <i>Knowledge, Technology and Policy: the International Journal of Knowledge Transfer and Utilization</i> , 2009, 22, 241-258.	0.5	12
49	The interrelationship of stock ownership and customer relationship volume: Case of a Nordic retail bank. <i>Journal of Financial Services Marketing</i> , 2009, 14, 203-217.	3.4	9
50	Stock ownership as a motivation of brand's loyal and brand's supportive behaviors. <i>Journal of Consumer Marketing</i> , 2009, 26, 427-436.	2.3	12
51	Interactions of Individuals' Company-Related Attitudes and Their Buying of Companies' Stocks and Products. <i>Journal of Behavioral Finance</i> , 2008, 9, 85-94.	1.7	30
52	Adoption of corporate branding by managers: Case of a Nordic business-to-business company. <i>Journal of Brand Management</i> , 2008, 16, 80-91.	3.5	19
53	Significance of corporate brand for business-to-business companies. <i>The Marketing Review</i> , 2008, 8, 43-60.	0.1	35
54	Influence of share ownership on repeat patronage. <i>Journal of Customer Behavior</i> , 2008, 7, 149-163.	0.0	9

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55	Corporate strategic marketing: a new task for top management. Business Strategy Series, 2007, 8, 132-141.	0.4	7
56	Focal Versus Background Goals in the Choice of Investment Products: Trading Off Financial Returns for Self-Expression?. SSRN Electronic Journal, 0, , .	0.4	0
57	Selling Losers and Keeping Winners: How Goal Dynamics Predict a Reversal of the Disposition Effect. SSRN Electronic Journal, 0, , .	0.4	0
58	Revisiting the paradox of whether retail buyers behave more like consumers or industrial purchasers: the case of price discounts. Marketing Letters, 0, , .	2.9	0