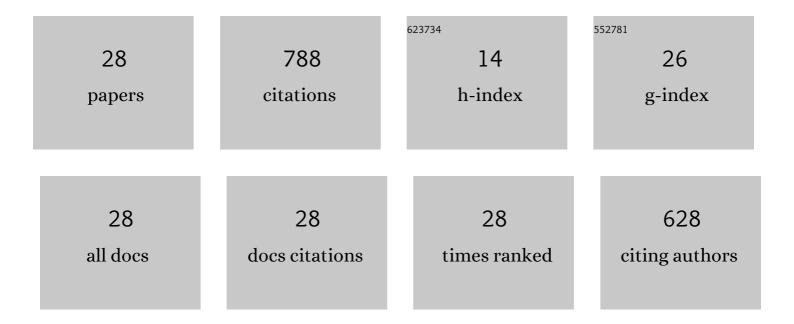
Joona Keränen

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/856544/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Sustainable value propositions: Framework and implications for technology suppliers. Industrial Marketing Management, 2016, 59, 144-156.	6.7	101
2	How B2B suppliers articulate customer value propositions in the circular economy: Four innovation-driven value creation logics. Industrial Marketing Management, 2020, 87, 291-305.	6.7	93
3	The darker side of sustainability: Tensions from sustainable business practices in business networks. Industrial Marketing Management, 2019, 77, 221-231.	6.7	74
4	Towards a framework of customer value assessment in B2B markets: An exploratory study. Industrial Marketing Management, 2013, 42, 1307-1317.	6.7	68
5	Systematic review on B2B branding: research issues and avenues for future research. Journal of Product and Brand Management, 2012, 21, 404-417.	4.3	58
6	Brand positioning strategies for industrial firms providing customer solutions. Journal of Business and Industrial Marketing, 2014, 29, 253-264.	3.0	54
7	Barriers to implementing value-based pricing in industrial markets: A micro-foundations perspective. Journal of Business Research, 2017, 76, 237-246.	10.2	43
8	Value co-destruction in hotel services: Exploring the misalignment of cognitive scripts among customers and providers. Tourism Management, 2020, 77, 104030.	9.8	43
9	Three strategies for customer value assessment in business markets. Management Decision, 2014, 52, 79-100.	3.9	34
10	Sensemaking, sensegiving and absorptive capacity in complex procurements. Journal of Business Research, 2018, 88, 79-90.	10.2	24
11	Digital transformation of the value proposition: A single case study in the media industry. Journal of Business Research, 2022, 150, 311-325.	10.2	23
12	Value assessment and pricing capabilities—how to profit from value. Journal of Revenue and Pricing Management, 2015, 14, 178-197.	1.1	21
13	Opportunities for value-based selling in an economic crisis: Managerial insights from a firm boundary theory. Industrial Marketing Management, 2020, 88, 389-395.	6.7	20
14	Theory development in servitization through the application of fsQCA and experiments. International Journal of Operations and Production Management, 2021, 41, 746-769.	5.9	20
15	Customer participation antecedents, profiles and value-in-use goals in complex B2B service exchange. Industrial Marketing Management, 2019, 82, 131-147.	6.7	15
16	Towards a Broader Value Discourse: Understanding Sustainable and Public Value Potential. Journal of Creating Value, 2017, 3, 193-199.	0.9	13
17	Value champions in business markets: Four role configurations. Industrial Marketing Management, 2020, 85, 84-96.	6.7	13
18	Opportunities for ethnographic methodologies in B2B service research. Journal of Services Marketing, 2019, 34, 78-86.	3.0	11

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#	Article	IF	CITATIONS
19	Becoming a small multinational enterprise: Four multinationalization strategies for SMEs. International Business Review, 2022, 31, 101917.	4.8	11
20	What drives the implementation of customer success management? Antecedents of customer success management from suppliers' and customers' perspectives. Industrial Marketing Management, 2022, 102, 338-350.	6.7	11
21	Revisiting Contemporary Issues in B2B Marketing: It's Not Just about Artificial Intelligence. Australasian Marketing Journal, 2020, 28, 83-89.	5.4	10
22	Framing value propositions in the food waste business: A sociocultural approach. Industrial Marketing Management, 2022, 105, 211-222.	6.7	10
23	Institutionalizing value-based healthcare in a service system: a policy and document analysis over three decades. Journal of Business and Industrial Marketing, 2022, 37, 1607-1622.	3.0	7
24	The Emergence of Community-Driven Platforms in Response to COVID-19. Research Technology Management, 2021, 64, 31-38.	0.8	6
25	Opportunities for social activism inÂtransformative service research: aÂresearch agenda. Journal of Service Management, 2022, 33, 634-647.	7.2	4
26	Value as capital-in-use: Unpacking the temporal impacts and managerial implications for organisational value. Industrial Marketing Management, 2021, 96, 226-237.	6.7	1
27	Inspiring future generations of industrial marketing scholars. Industrial Marketing Management, 2018, 69, 127-128.	6.7	0
28	Value-Based Exchange and Firm Boundary Decisions. Proceedings - Academy of Management, 2016, 2016, 15709.	0.1	0