

# Joona Keränen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/856544/publications.pdf>

Version: 2024-02-01

28  
papers

788  
citations

623734

14  
h-index

552781

26  
g-index

28  
all docs

28  
docs citations

28  
times ranked

628  
citing authors

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

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