

# Pauliina Ulkuniemi

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

28

papers

629

citations

13

h-index

25

g-index

30

ext. papers

737

ext. citations

3.1

avg, IF

4.26

L-index

| #  | Paper  | IF  | Citations |
|----|--|-----|-----------|
| 28 | Modularity in developing business services by platform approach. <i>International Journal of Logistics Management</i> , <b>2008</b> , 19, 84-103   | 4.5 | 144       |
| 27 | The role of digital channels in industrial marketing communications. <i>Journal of Business and Industrial Marketing</i> , <b>2015</b> , 30, 703-710   | 3   | 65        |
| 26 | Analysis of content creation in social media by B2B companies. <i>Journal of Business and Industrial Marketing</i> , <b>2015</b> , 30, 761-770   | 3   | 63        |
| 25 | Developing the value perception of the business customer through service modularity. <i>Journal of Business and Industrial Marketing</i> , <b>2011</b> , 26, 357-367                         | 3   | 45        |
| 24 | Retailers' different value perceptions of mobile advertising service. <i>Journal of Service Management</i> , <b>2007</b> , 18, 368-393   |     | 39        |
| 23 | Twists and turns of triadic business relationship recovery. <i>Industrial Marketing Management</i> , <b>2009</b> , 38, 618-632   | 6.9 | 35        |
| 22 | End-user engagement within innovative public procurement practices: A case study on public-private partnership procurement. <i>Industrial Marketing Management</i> , <b>2016</b> , 58, 58-68 | 6.9 | 33        |
| 21 | Purchasing as market-shaping: The case of component-based software engineering. <i>Industrial Marketing Management</i> , <b>2015</b> , 44, 54-62   | 6.9 | 27        |
| 20 | Dynamic effects of business cycles on business relationships. <i>Management Decision</i> , <b>2012</b> , 50, 291-304   | 4.4 | 25        |
| 19 | Creating value for the business service buyer through modularity. <i>International Journal of Services and Operations Management</i> , <b>2011</b> , 8, 127                                  | 0.4 | 23        |
| 18 | Business model scenarios in mobile advertising. <i>International Journal of Internet Marketing and Advertising</i> , <b>2006</b> , 3, 254  | 0.7 | 20        |
| 17 | Personal interaction and customer relationship management in project business. <i>Journal of Business and Industrial Marketing</i> , <b>2013</b> , 28, 103-110                               | 3   | 13        |
| 16 | . <i>IEEE Software</i> , <b>2004</b> , 21, 76-82   | 1.5 | 13        |
| 15 | Perceived customer involvement and organizational design in project business. <i>Scandinavian Journal of Management</i> , <b>2012</b> , 28, 77-89  | 2.3 | 12        |
| 14 | End-customer value restructuring the financial service supply chain. <i>Marketing Intelligence and Planning</i> , <b>2018</b> , 36, 709-720  | 3.2 | 11        |
| 13 | The strategic hybrid orientation and brand performance of B2B SMEs. <i>Journal of Small Business and Enterprise Development</i> , <b>2017</b> , 24, 585-606                                  | 2.5 | 11        |
| 12 | Customer perceived value in the software business. <i>Journal of High Technology Management Research</i> , <b>2012</b> , 23, 26-35   | 2.4 | 11        |

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|----|--|-----|----|
| 11 | Restructuring existing value networks to diffuse sustainable innovations in food packaging. <i>Industrial Marketing Management</i> , <b>2021</b> , 93, 509-519           | 6.9 | 11 |
| 10 | Marketing challenges in the software component business. <i>International Journal of Technology Marketing</i> , <b>2006</b> , 1, 375                                     | 0.8 | 9  |
| 9  | Implementing Modularization in Professional Services—The Influence of Varied Knowledge Environments. <i>Knowledge and Process Management</i> , <b>2017</b> , 24, 125-138 | 1.8 | 8  |
| 8  | Managing competitive bidding in the Finnish healthcare sector. <i>Management Research Review</i> , <b>2010</b> , 33, 145-160   | 2.8 | 6  |
| 7  | Horizontal interest in industrial purchasing. <i>International Journal of Procurement Management</i> , <b>2012</b> , 5, 337  | 0.6 | 2  |
| 6  | Emergence of social impact in company-NGO relationships in corporate volunteering. <i>Journal of Business Research</i> , <b>2022</b> , 140, 62-75                        | 8.7 | 2  |
| 5  | Managing competitive software component supplier relationships. <i>Journal of Purchasing and Supply Management</i> , <b>2005</b> , 11, 97-106                            | 5.7 | 1  |
| 4  | The critical factors shaping customer shopping experiences with innovative technologies. <i>Baltic Journal of Management</i> , <b>2021</b> , 16, 661-680                 | 2   | 0  |
| 3  | Understanding Software Component Markets: The Value Creation Perspective. <i>Lecture Notes in Computer Science</i> , <b>2002</b> , 256-266                               | 0.9 |    |
| 2  | Mobile Advertising in Small Retailer Firms <b>2015</b> , 2200-2215   |     |    |
| 1  | Mobile Advertising in Small Retailer Firms. <i>Advances in E-Business Research Series</i> , <b>2013</b> , 283-298  | 0.4 |    |