

Pauliina Ulkuniemi

List of Publications by Year in Descending Order

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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	Emergence of social impact in company-NGO relationships in corporate volunteering. <i>Journal of Business Research</i> , 2022 , 140, 62-75	8.7	2
27	The critical factors shaping customer shopping experiences with innovative technologies. <i>Baltic Journal of Management</i> , 2021 , 16, 661-680	2	0
26	Restructuring existing value networks to diffuse sustainable innovations in food packaging. <i>Industrial Marketing Management</i> , 2021 , 93, 509-519	6.9	11
25	End-customer value restructuring the financial service supply chain. <i>Marketing Intelligence and Planning</i> , 2018 , 36, 709-720	3.2	11
24	Implementing Modularization in Professional Services-The Influence of Varied Knowledge Environments. <i>Knowledge and Process Management</i> , 2017 , 24, 125-138	1.8	8
23	The strategic hybrid orientation and brand performance of B2B SMEs. <i>Journal of Small Business and Enterprise Development</i> , 2017 , 24, 585-606	2.5	11
22	End-user engagement within innovative public procurement practices: A case study on public-private partnership procurement. <i>Industrial Marketing Management</i> , 2016 , 58, 58-68	6.9	33
21	The role of digital channels in industrial marketing communications. <i>Journal of Business and Industrial Marketing</i> , 2015 , 30, 703-710	3	65
20	Analysis of content creation in social media by B2B companies. <i>Journal of Business and Industrial Marketing</i> , 2015 , 30, 761-770	3	63
19	Purchasing as market-shaping: The case of component-based software engineering. <i>Industrial Marketing Management</i> , 2015 , 44, 54-62	6.9	27
18	Mobile Advertising in Small Retailer Firms 2015 , 2200-2215		
17	Personal interaction and customer relationship management in project business. <i>Journal of Business and Industrial Marketing</i> , 2013 , 28, 103-110	3	13
16	Mobile Advertising in Small Retailer Firms. <i>Advances in E-Business Research Series</i> , 2013 , 283-298	0.4	
15	Perceived customer involvement and organizational design in project business. <i>Scandinavian Journal of Management</i> , 2012 , 28, 77-89	2.3	12
14	Customer perceived value in the software business. <i>Journal of High Technology Management Research</i> , 2012 , 23, 26-35	2.4	11
13	Horizontal interest in industrial purchasing. <i>International Journal of Procurement Management</i> , 2012 , 5, 337	0.6	2
12	Dynamic effects of business cycles on business relationships. <i>Management Decision</i> , 2012 , 50, 291-304	4.4	25

11	Developing the value perception of the business customer through service modularity. <i>Journal of Business and Industrial Marketing</i> , 2011 , 26, 357-367	3	45
10	Creating value for the business service buyer through modularity. <i>International Journal of Services and Operations Management</i> , 2011 , 8, 127	0.4	23
9	Managing competitive bidding in the Finnish healthcare sector. <i>Management Research Review</i> , 2010 , 33, 145-160	2.8	6
8	Twists and turns of triadic business relationship recovery. <i>Industrial Marketing Management</i> , 2009 , 38, 618-632	6.9	35
7	Modularity in developing business services by platform approach. <i>International Journal of Logistics Management</i> , 2008 , 19, 84-103	4.5	144
6	Retailers different value perceptions of mobile advertising service. <i>Journal of Service Management</i> , 2007 , 18, 368-393		39
5	Business model scenarios in mobile advertising. <i>International Journal of Internet Marketing and Advertising</i> , 2006 , 3, 254	0.7	20
4	Marketing challenges in the software component business. <i>International Journal of Technology Marketing</i> , 2006 , 1, 375	0.8	9
3	Managing competitive software component supplier relationships. <i>Journal of Purchasing and Supply Management</i> , 2005 , 11, 97-106	5.7	1
2	. <i>IEEE Software</i> , 2004 , 21, 76-82	1.5	13
1	Understanding Software Component Markets: The Value Creation Perspective. <i>Lecture Notes in Computer Science</i> , 2002 , 256-266	0.9	