

Mart Ots

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2539089/publications.pdf>

Version: 2024-02-01

20
papers

271
citations

1163117

8
h-index

996975

15
g-index

22
all docs

22
docs citations

22
times ranked

143
citing authors

#	ARTICLE	IF	CITATIONS
1	Digital innovation and the effects of artificial intelligence on firmsâ€™ research and development â€“ Automation or augmentation, exploration or exploitation?. Technological Forecasting and Social Change, 2022, 179, 121636.	11.6	49
2	Integrated Marketing Communications (IMC): Why Does It Fail?. Journal of Advertising Research, 2015, 55, 132-145.	2.1	42
3	Efficient Servants of Pluralism or Marginalized Media Policy Tools?. Journal of Communication Inquiry, 2009, 33, 376-392.	1.1	22
4	The Shifting Role of Value-Added Tax (VAT) as a Media Policy Tool: A Three-Country Comparison of Political Justifications. Javnost, 2016, 23, 170-187.	1.7	18
5	Just doing it: theorising integrated marketing communications (IMC) practices. European Journal of Marketing, 2017, 51, 490-510.	2.9	18
6	Social dynamics and stakeholder relationships in personal branding. Journal of Business Research, 2020, 106, 118-128.	10.2	17
7	Competition, Collaboration and Cooperation: Swedish Provincial Newspaper Markets In Transition. Journal of Media Business Studies, 2012, 9, 43-63.	2.0	11
8	Seeing Native Advertising Production via the Business Model Lens: The Case of Forbesâ€™s BrandVoice Unit. Journal of Interactive Advertising, 2018, 18, 148-161.	5.3	11
9	Media business studies as we see it: why does it matter, for whom, and how do you get published?. Journal of Media Business Studies, 2015, 12, 103-106.	2.0	9
10	Media Brand Cultures: Researching and Theorizing How Consumers Engage in the Social Construction of Media Brands. , 2015, , 217-229.		9
11	Who Is the Customer in the â€œCustomer Value?â€-Inherent Problems in the Marketing of Advertising Media. JMM International Journal on Media Management, 2009, 11, 124-134.	0.8	8
12	Sweden: State Support to Newspapers in Transition. , 2013, , 307-322.		8
13	Editorial: Is There Such a Thing as a Nordic Approach to Media Business Research?. Journal of Media Business Studies, 2014, 11, 1-4.	2.0	7
14	Creating Loyalty Towards Magazine Websites. International Journal of E-Business Research, 2014, 10, 1-14.	1.0	5
15	Upholding the 4th estateâ€™ exploring the corporate governance of the media ownership form of business foundations. JMM International Journal on Media Management, 2018, 20, 129-150.	0.8	4
16	Market Structure and Innovation Policies in Sweden. , 2017, , 191-203.		4
17	Media policyâ€™s new challenges. Journal of Media Business Studies, 2016, 13, 125-127.	2.0	3
18	A new chapter in the history of Journal of Media Business Studies. Journal of Media Business Studies, 2015, 12, 1-2.	2.0	1

#	ARTICLE	IF	CITATIONS
19	On the dynamics of media markets: Professor Karl Erik Gustafsson in memoriam. Journal of Media Business Studies, 2019, 16, 153-161.	2.0	0
20	Double Jeopardy Phenomenon in Consumer Magazine Websites. , 2016, , 2228-2238.		0