

# 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	Social dynamics and stakeholder relationships in personal branding. Journal of Business Research, 2020, 106, 118-128.	10.2	17
3	On the dynamics of media markets: Professor Karl Erik Gustafsson in memoriam. Journal of Media Business Studies, 2019, 16, 153-161.	2.0	0
4	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
5	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
6	Just doing it: theorising integrated marketing communications (IMC) practices. European Journal of Marketing, 2017, 51, 490-510.	2.9	18
7	Market Structure and Innovation Policies in Sweden. , 2017, , 191-203.		4
8	Media policyâ€™s new challenges. Journal of Media Business Studies, 2016, 13, 125-127.	2.0	3
9	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
10	Double Jeopardy Phenomenon in Consumer Magazine Websites. , 2016, , 2228-2238.		0
11	Integrated Marketing Communications (IMC): Why Does It Fail?. Journal of Advertising Research, 2015, 55, 132-145.	2.1	42
12	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
13	A new chapter in the history of Journal of Media Business Studies. Journal of Media Business Studies, 2015, 12, 1-2.	2.0	1
14	Media Brand Cultures: Researching and Theorizing How Consumers Engage in the Social Construction of Media Brands. , 2015, , 217-229.		9
15	Creating Loyalty Towards Magazine Websites. International Journal of E-Business Research, 2014, 10, 1-14.	1.0	5
16	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
17	Sweden: State Support to Newspapers in Transition. , 2013, , 307-322.		8
18	Competition, Collaboration and Cooperation: Swedish Provincial Newspaper Markets In Transition. Journal of Media Business Studies, 2012, 9, 43-63.	2.0	11

#	ARTICLE	IF	CITATIONS
19	Who Is the Customer in the "Customer Value"? Inherent Problems in the Marketing of Advertising Media. JMM International Journal on Media Management, 2009, 11, 124-134.	0.8	8
20	Efficient Servants of Pluralism or Marginalized Media Policy Tools?. Journal of Communication Inquiry, 2009, 33, 376-392.	1.1	22