

# Satu NÄrtti

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2785261/publications.pdf>

Version: 2024-02-01

30  
papers

839  
citations

567144

15  
h-index

526166

27  
g-index

30  
all docs

30  
docs citations

30  
times ranked

619  
citing authors

#	ARTICLE	IF	CITATIONS
1	Value co-creation practices and capabilities: Sustained purposeful engagement across B2B systems. <i>Industrial Marketing Management</i> , 2016, 56, 97-107.	3.7	127
2	Orchestrator types, roles and capabilities – A framework for innovation networks. <i>Industrial Marketing Management</i> , 2018, 74, 65-78.	3.7	72
3	The intermediary role in value co-creation within a triadic business service relationship. <i>Industrial Marketing Management</i> , 2014, 43, 977-984.	3.7	66
4	Brand building in software SMEs: an empirical study. <i>Journal of Product and Brand Management</i> , 2008, 17, 92-107.	2.6	61
5	Customer knowledge transfer and key account management in professional service organizations. <i>Journal of Service Management</i> , 2006, 17, 304-319.	2.2	53
6	Branding activities of a micro industrial services company. <i>Journal of Services Marketing</i> , 2013, 27, 166-177.	1.7	50
7	Coordination in innovation-generating business networks – the case of Finnish Mobile TV development. <i>Journal of Business and Industrial Marketing</i> , 2012, 27, 324-334.	1.8	43
8	Absorptive capacity and network orchestration in innovation communities – promoting service innovation. <i>Journal of Business and Industrial Marketing</i> , 2014, 29, 173-184.	1.8	41
9	Loose coupling as an inhibitor of internal customer knowledge transfer: findings from an empirical study in B-to-B professional services. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 213-223.	1.8	39
10	Implementing key account management: Intraorganizational practices and associated dilemmas. <i>Industrial Marketing Management</i> , 2014, 43, 1216-1224.	3.7	37
11	Obstacles to upgrading customer value – use in retail banking. <i>International Journal of Bank Marketing</i> , 2013, 31, 334-347.	3.6	30
12	Key account management in business-to-business expert organisations: an exploratory study on the implementation process. <i>Service Industries Journal</i> , 2012, 32, 1837-1852.	5.0	26
13	Orchestrating for lead user involvement in innovation networks. <i>Technovation</i> , 2021, 108, 102326.	4.2	26
14	What prevents effective utilisation of customer knowledge in professional B-to-B services? An empirical study. <i>Service Industries Journal</i> , 2008, 28, 1199-1213.	5.0	23
15	Orchestrating innovation networks: Alignment and orchestration profile approach. <i>Journal of Business Research</i> , 2022, 140, 170-188.	5.8	23
16	The Influence of Internal Communities of Practice on Customer Perceived Value in Professional Service Relationships. <i>Service Industries Journal</i> , 2007, 27, 893-905.	5.0	19
17	Formation of strategic networks under high uncertainty of a megaproject. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 575-586.	1.8	18
18	Digitalization-enabled evolution of customer value creation: An executive view in financial services. <i>Journal of Business Research</i> , 2022, 146, 504-517.	5.8	18

#	ARTICLE	IF	CITATIONS
19	Implementing Modularization in Professional Servicesâ€”The Influence of Varied Knowledge Environments. <i>Knowledge and Process Management</i> , 2017, 24, 125-138.	2.9	13
20	Evolving value propositions in knowledge-intensive business services. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 1153-1164.	1.8	11
21	Crisis communication in key account relationships. <i>Corporate Communications</i> , 2014, 19, 234-246.	1.1	10
22	The evolution of market orientation in Finnish retail banking â€” from regulation to value creation. <i>Management and Organizational History</i> , 2016, 11, 28-47.	0.7	7
23	Contextual layers of service experience in professional business services. <i>Journal of Business and Industrial Marketing</i> , 2018, 33, 1114-1124.	1.8	6
24	Orchestrating in the entrepreneurial ecosystem â€” orchestrator roles and role-specific capabilities in the regional health technology ecosystem. <i>Journal of Business and Industrial Marketing</i> , 2023, 38, 223-234.	1.8	6
25	Digital healthcare platform ecosystem design: A case study of an ecosystem for Parkinson's disease patients. <i>Technovation</i> , 2023, 120, 102551.	4.2	5
26	International business accreditation as a trigger for business school development. <i>Journal of Economic and Administrative Sciences</i> , 2019, 36, 64-81.	0.7	3
27	Embeddedness of individual expertise in professional business service relationships. <i>Knowledge and Process Management</i> , 2022, 29, 79-91.	2.9	3
28	Intradepartmental Faculty Mentoring in Teaching Marketing. <i>Journal of Marketing Education</i> , 2012, 34, 5-18.	1.6	2
29	Typology and dynamics of actors` roles and positions within entrepreneurial ecosystems: an exploratory study. <i>Small Enterprise Research: the Journal of SEAAANZ</i> , 2023, 30, 71-88.	1.1	1
30	Knowledge Sharing Within and Between Communities of Practice in a Knowledge Intensive Organization. , 0, , 363-380.		0