

Satu NÄrtti

List of Publications by Year in descending order

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Version: 2024-02-01

30
papers

839
citations

567281
15
h-index

526287
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.	6.7	127
2	Orchestrator types, roles and capabilities – A framework for innovation networks. <i>Industrial Marketing Management</i> , 2018, 74, 65-78.	6.7	72
3	The intermediary role in value co-creation within a triadic business service relationship. <i>Industrial Marketing Management</i> , 2014, 43, 977-984.	6.7	66
4	Brand building in software SMEs: an empirical study. <i>Journal of Product and Brand Management</i> , 2008, 17, 92-107.	4.3	61
5	Customer knowledge transfer and key account management in professional service organizations. <i>Journal of Service Management</i> , 2006, 17, 304-319.	2.0	53
6	Branding activities of a micro industrial services company. <i>Journal of Services Marketing</i> , 2013, 27, 166-177.	3.0	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.	3.0	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.	3.0	41
9	Loose coupling as an inhibitor of internal customer knowledge transfer: findings from an empirical study in B2B professional services. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 213-223.	3.0	39
10	Implementing key account management: Intraorganizational practices and associated dilemmas. <i>Industrial Marketing Management</i> , 2014, 43, 1216-1224.	6.7	37
11	Obstacles to upgrading customer value in retail banking. <i>International Journal of Bank Marketing</i> , 2013, 31, 334-347.	6.4	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.	8.3	26
13	Orchestrating for lead user involvement in innovation networks. <i>Technovation</i> , 2021, 108, 102326.	7.8	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.	8.3	23
15	Orchestrating innovation networks: Alignment and orchestration profile approach. <i>Journal of Business Research</i> , 2022, 140, 170-188.	10.2	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.	8.3	19
17	Formation of strategic networks under high uncertainty of a megaproject. <i>Journal of Business and Industrial Marketing</i> , 2016, 31, 575-586.	3.0	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.	10.2	18

#	ARTICLE	IF	CITATIONS
19	Implementing Modularization in Professional Servicesâ€”The Influence of Varied Knowledge Environments. Knowledge and Process Management, 2017, 24, 125-138.	4.4	13
20	Evolving value propositions in knowledge-intensive business services. Journal of Business and Industrial Marketing, 2018, 33, 1153-1164.	3.0	11
21	Crisis communication in key account relationships. Corporate Communications, 2014, 19, 234-246.	2.1	10
22	The evolution of market orientation in Finnish retail banking â€” from regulation to value creation. Management and Organizational History, 2016, 11, 28-47.	0.7	7
23	Contextual layers of service experience in professional business services. Journal of Business and Industrial Marketing, 2018, 33, 1114-1124.	3.0	6
24	Orchestrating in the entrepreneurial ecosystem â€” orchestrator roles and role-specific capabilities in the regional health technology ecosystem. Journal of Business and Industrial Marketing, 2023, 38, 223-234.	3.0	6
25	Digital healthcare platform ecosystem design: A case study of an ecosystem for Parkinson's disease patients. Technovation, 2023, 120, 102551.	7.8	5
26	International business accreditation as a trigger for business school development. Journal of Economic and Administrative Sciences, 2019, 36, 64-81.	1.4	3
27	Embeddedness of individual expertise in professional business service relationships. Knowledge and Process Management, 2022, 29, 79-91.	4.4	3
28	Intradepartmental Faculty Mentoring in Teaching Marketing. Journal of Marketing Education, 2012, 34, 5-18.	2.4	2
29	Typology and dynamics of actors` roles and positions within entrepreneurial ecosystems: an exploratory study. Small Enterprise Research: the Journal of SEAANZ, 2023, 30, 71-88.	1.9	1
30	Knowledge Sharing Within and Between Communities of Practice in a Knowledge Intensive Organization. , 0, , 363-380.		0