

# Kaj E Storbacka

## List of Publications by Citations

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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.

48  
papers

5,693  
citations

28  
h-index

52  
g-index

52  
ext. papers

6,563  
ext. citations

4.9  
avg, IF

6.35  
L-index

#	Paper	IF	Citations
48	Managing the co-creation of value. <i>Journal of the Academy of Marketing Science</i> , <b>2008</b> , 36, 83-96	12.4	1971
47	Managing Customer Relationships for Profit: The Dynamics of Relationship Quality. <i>Journal of Service Management</i> , <b>1994</b> , 5, 21-38		723
46	Co-creating brands: Diagnosing and designing the relationship experience. <i>Journal of Business Research</i> , <b>2009</b> , 62, 379-389	8.7	426
45	Actor engagement as a microfoundation for value co-creation. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3008-3017	8.7	348
44	A solution business model: Capabilities and management practices for integrated solutions. <i>Industrial Marketing Management</i> , <b>2011</b> , 40, 699-711	6.9	279
43	Managing Co-creation Design: A Strategic Approach to Innovation. <i>British Journal of Management</i> , <b>2015</b> , 26, 463-483	5.6	217
42	Business model design: conceptualizing networked value co-creation. <i>International Journal of Quality and Service Sciences</i> , <b>2010</b> , 2, 43-59	1.9	157
41	Scripting markets: From value propositions to market propositions. <i>Industrial Marketing Management</i> , <b>2011</b> , 40, 255-266	6.9	130
40	Solution business models: Transformation along four continua. <i>Industrial Marketing Management</i> , <b>2013</b> , 42, 705-716	6.9	125
39	Segmentation based on customer profitability [retrospective analysis of retail bank customer bases. <i>Journal of Marketing Management</i> , <b>1997</b> , 13, 479-492	3.2	105
38	Capabilities for market-shaping: triggering and facilitating increased value creation. <i>Journal of the Academy of Marketing Science</i> , <b>2019</b> , 47, 617-639	12.4	94
37	The changing role of sales: viewing sales as a strategic, cross-functional process. <i>European Journal of Marketing</i> , <b>2009</b> , 43, 890-906	4.4	89
36	Markets as configurations. <i>European Journal of Marketing</i> , <b>2011</b> , 45, 241-258	4.4	80
35	A holistic market conceptualization. <i>Journal of the Academy of Marketing Science</i> , <b>2015</b> , 43, 100-114	12.4	75
34	Practices as Markets: Value Co-Creation in E-Invoicing. <i>Australasian Marketing Journal</i> , <b>2010</b> , 18, 236-2475		73
33	A new perspective on market dynamics: Market plasticity and the stabilityfluidity dialectics. <i>Marketing Theory</i> , <b>2014</b> , 14, 269-289	2.5	71
32	Learning with the market: Facilitating market innovation. <i>Industrial Marketing Management</i> , <b>2015</b> , 44, 73-82	6.9	69

31	Designing Business Models for Value Co-Creation. <i>Review of Marketing Research</i> , <b>2012</b> , 51-78	0.3	54
30	Management Practices in Solution Sales—A Multilevel and Cross-Functional Framework. <i>Journal of Personal Selling and Sales Management</i> , <b>2011</b> , 31, 35-54	3.4	54
29	Customer relationships and the heterogeneity of firm performance. <i>Journal of Business and Industrial Marketing</i> , <b>2009</b> , 24, 360-372	3	49
28	Markets changing, changing markets: Institutional work as market shaping. <i>Marketing Theory</i> , <b>2019</b> , 19, 301-328	2.5	47
27	Theorizing with managers: how to achieve both academic rigor and practical relevance?. <i>European Journal of Marketing</i> , <b>2017</b> , 51, 1130-1152	4.4	45
26	Market futures/future markets: Research directions in the study of markets. <i>Marketing Theory</i> , <b>2012</b> , 12, 219-223	2.5	42
25	Actor engagement, value creation and market innovation. <i>Industrial Marketing Management</i> , <b>2019</b> , 80, 4-10	6.9	40
24	Shaping service ecosystems: exploring the dark side of agency. <i>Journal of Service Management</i> , <b>2018</b> , 29, 521-545	7.4	40
23	Strategic account management programs: alignment of design elements and management practices. <i>Journal of Business and Industrial Marketing</i> , <b>2012</b> , 27, 259-274	3	40
22	Networks, ecosystems, fields, market systems? Making sense of the business environment. <i>Industrial Marketing Management</i> , <b>2020</b> , 90, 380-399	6.9	34
21	The organizational implications of implementing key account management: A case-based examination. <i>Industrial Marketing Management</i> , <b>2015</b> , 45, 84-97	6.9	31
20	Don't adapt, shape! Use the crisis to shape your minimum viable system [And the wider market. <i>Industrial Marketing Management</i> , <b>2020</b> , 88, 265-271	6.9	28
19	Value propositions as market-shaping devices: A qualitative comparative analysis. <i>Industrial Marketing Management</i> , <b>2020</b> , 87, 276-290	6.9	23
18	Competitive Arena Mapping: Market Innovation Using Morphological Analysis in Business Markets. <i>Journal of Business-to-Business Marketing</i> , <b>2012</b> , 19, 183-215	2.3	22
17	Is your industrial marketing work working? Developing a composite index of market change. <i>Industrial Marketing Management</i> , <b>2019</b> , 80, 251-265	6.9	21
16	Customer Profitability: Analysis and Design Issues		18
15	Adoption of digital sales force automation tools in supply chain: Customers' acceptance of sales configurators. <i>Industrial Marketing Management</i> , <b>2020</b> , 91, 162-173	6.9	14
14	Driving shareholder value with customer asset management: Moving beyond customer lifetime value. <i>Industrial Marketing Management</i> , <b>2016</b> , 52, 140-150	6.9	9

13	Theorizing with managers to bridge the theory-praxis gap. <i>European Journal of Marketing</i> , <b>2017</b> , 51, 1173-1179	4.1	9
12	Management of customer assets for increased value capture in business markets. <i>Management Decision</i> , <b>2014</b> , 52, 101-121	4.4	8
11	Smash <b>2018</b> ,		8
10	Solution Business. <i>Management for Professionals</i> , <b>2014</b> ,	0.4	5
9	Market-shaping: navigating multiple theoretical perspectives. <i>AMS Review</i> , <b>2021</b> , 11, 336	3	3
8	Market Innovation: Renewal of Traditional Industrial Networks <b>2017</b> , 59-81		3
7	The changing role of marketing: transformed propositions, processes and partnerships. <i>AMS Review</i> , <b>2020</b> , 10, 299-310	3	2
6	Solution business fitness: measuring and managing across business logics. <i>Journal of Business and Industrial Marketing</i> , <b>2021</b> , 36, 1116-1129	3	1
5	Guidelines for future research on KAM implementation. <i>Industrial Marketing Management</i> , <b>2015</b> , 45, 1006-9		0
4	Forum for markets and marketing as a context for collaborative theorizing. <i>Marketing Theory</i> , <b>2016</b> , 16, 257-260	2.5	
3	Making It Happen: Are You Ready for Solution Business?. <i>Management for Professionals</i> , <b>2014</b> , 117-131	0.4	
2	Driving Growth and Profit with Solution Business. <i>Management for Professionals</i> , <b>2014</b> , 1-18	0.4	
1	Managerial levers of market-shaping strategies: An abductive inquiry. <i>Journal of Global Scholars of Marketing Science</i> , <b>2021</b> , 31, 337-353	2.3	