

Kaj E Storbacka

List of Publications by Year in Descending Order

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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	Market-shaping: navigating multiple theoretical perspectives. <i>AMS Review</i> , 2021 , 11, 336	3	3
47	Solution business fitness: measuring and managing across business logics. <i>Journal of Business and Industrial Marketing</i> , 2021 , 36, 1116-1129	3	1
46	Managerial levers of market-shaping strategies: An abductive inquiry. <i>Journal of Global Scholars of Marketing Science</i> , 2021 , 31, 337-353	2.3	
45	Don't adapt, shape! Use the crisis to shape your minimum viable system [And the wider market]. <i>Industrial Marketing Management</i> , 2020 , 88, 265-271	6.9	28
44	Value propositions as market-shaping devices: A qualitative comparative analysis. <i>Industrial Marketing Management</i> , 2020 , 87, 276-290	6.9	23
43	Networks, ecosystems, fields, market systems? Making sense of the business environment. <i>Industrial Marketing Management</i> , 2020 , 90, 380-399	6.9	34
42	Adoption of digital sales force automation tools in supply chain: Customers' acceptance of sales configurators. <i>Industrial Marketing Management</i> , 2020 , 91, 162-173	6.9	14
41	The changing role of marketing: transformed propositions, processes and partnerships. <i>AMS Review</i> , 2020 , 10, 299-310	3	2
40	Actor engagement, value creation and market innovation. <i>Industrial Marketing Management</i> , 2019 , 80, 4-10	6.9	40
39	Capabilities for market-shaping: triggering and facilitating increased value creation. <i>Journal of the Academy of Marketing Science</i> , 2019 , 47, 617-639	12.4	94
38	Is your industrial marketing work working? Developing a composite index of market change. <i>Industrial Marketing Management</i> , 2019 , 80, 251-265	6.9	21
37	Markets changing, changing markets: Institutional work as market shaping. <i>Marketing Theory</i> , 2019 , 19, 301-328	2.5	47
36	Shaping service ecosystems: exploring the dark side of agency. <i>Journal of Service Management</i> , 2018 , 29, 521-545	7.4	40
35	Smash 2018 ,		8
34	Theorizing with managers to bridge the theory-praxis gap. <i>European Journal of Marketing</i> , 2017 , 51, 1173-1179	4.1	179
33	Theorizing with managers: how to achieve both academic rigor and practical relevance?. <i>European Journal of Marketing</i> , 2017 , 51, 1130-1152	4.4	45
32	Market Innovation: Renewal of Traditional Industrial Networks 2017 , 59-81		3

31	Driving shareholder value with customer asset management: Moving beyond customer lifetime value. <i>Industrial Marketing Management</i> , 2016 , 52, 140-150	6.9	9
30	Forum for markets and marketing as a context for collaborative theorizing. <i>Marketing Theory</i> , 2016 , 16, 257-260	2.5	
29	Actor engagement as a microfoundation for value co-creation. <i>Journal of Business Research</i> , 2016 , 69, 3008-3017	8.7	348
28	The organizational implications of implementing key account management: A case-based examination. <i>Industrial Marketing Management</i> , 2015 , 45, 84-97	6.9	31
27	Guidelines for future research on KAM implementation. <i>Industrial Marketing Management</i> , 2015 , 45, 1006-9	6.9	0
26	Learning with the market: Facilitating market innovation. <i>Industrial Marketing Management</i> , 2015 , 44, 73-82	6.9	69
25	A holistic market conceptualization. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 100-114	12.4	75
24	Managing Co-creation Design: A Strategic Approach to Innovation. <i>British Journal of Management</i> , 2015 , 26, 463-483	5.6	217
23	Management of customer assets for increased value capture in business markets. <i>Management Decision</i> , 2014 , 52, 101-121	4.4	8
22	Solution Business. <i>Management for Professionals</i> , 2014 ,	0.4	5
21	A new perspective on market dynamics: Market plasticity and the stability/fluidity dialectics. <i>Marketing Theory</i> , 2014 , 14, 269-289	2.5	71
20	Making It Happen: Are You Ready for Solution Business?. <i>Management for Professionals</i> , 2014 , 117-131	0.4	
19	Driving Growth and Profit with Solution Business. <i>Management for Professionals</i> , 2014 , 1-18	0.4	
18	Solution business models: Transformation along four continua. <i>Industrial Marketing Management</i> , 2013 , 42, 705-716	6.9	125
17	Strategic account management programs: alignment of design elements and management practices. <i>Journal of Business and Industrial Marketing</i> , 2012 , 27, 259-274	3	40
16	Competitive Arena Mapping: Market Innovation Using Morphological Analysis in Business Markets. <i>Journal of Business-to-Business Marketing</i> , 2012 , 19, 183-215	2.3	22
15	Designing Business Models for Value Co-Creation. <i>Review of Marketing Research</i> , 2012 , 51-78	0.3	54
14	Market futures/future markets: Research directions in the study of markets. <i>Marketing Theory</i> , 2012 , 12, 219-223	2.5	42

13	Scripting markets: From value propositions to market propositions. <i>Industrial Marketing Management</i> , 2011 , 40, 255-266	6.9	130
12	A solution business model: Capabilities and management practices for integrated solutions. <i>Industrial Marketing Management</i> , 2011 , 40, 699-711	6.9	279
11	Management Practices in Solution Sales: A Multilevel and Cross-Functional Framework. <i>Journal of Personal Selling and Sales Management</i> , 2011 , 31, 35-54	3.4	54
10	Markets as configurations. <i>European Journal of Marketing</i> , 2011 , 45, 241-258	4.4	80
9	Practices as Markets: Value Co-Creation in E-Invoicing. <i>Australasian Marketing Journal</i> , 2010 , 18, 236-247	5	73
8	Business model design: conceptualizing networked value co-creation. <i>International Journal of Quality and Service Sciences</i> , 2010 , 2, 43-59	1.9	157
7	Customer relationships and the heterogeneity of firm performance. <i>Journal of Business and Industrial Marketing</i> , 2009 , 24, 360-372	3	49
6	Co-creating brands: Diagnosing and designing the relationship experience. <i>Journal of Business Research</i> , 2009 , 62, 379-389	8.7	426
5	The changing role of sales: viewing sales as a strategic, cross-functional process. <i>European Journal of Marketing</i> , 2009 , 43, 890-906	4.4	89
4	Managing the co-creation of value. <i>Journal of the Academy of Marketing Science</i> , 2008 , 36, 83-96	12.4	1971
3	Segmentation based on customer profitability: A retrospective analysis of retail bank customer bases. <i>Journal of Marketing Management</i> , 1997 , 13, 479-492	3.2	105
2	Managing Customer Relationships for Profit: The Dynamics of Relationship Quality. <i>Journal of Service Management</i> , 1994 , 5, 21-38		723
1	Customer Profitability: Analysis and Design Issues		565-586 18