

# Kristina Heinonen

## 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.

40  
papers

2,181  
citations

21  
h-index

46  
g-index

46  
ext. papers

2,564  
ext. citations

4.5  
avg, IF

5.86  
L-index

#	Paper	IF	Citations
40	Customer ecosystems: exploring how ecosystem actors shape customer experience. <i>Journal of Services Marketing</i> , <b>2022</b> , 36, 1-17	4	3
39	Customer-to-Customer Interactions in Service <b>2022</b> , 629-654		
38	Crafting customer insight: What we can learn from the revival of the vinyl record. <i>Business Horizons</i> , <b>2021</b> , 64, 261-271	10.1	3
37	A customer-centric five actor model for sustainability and service innovation. <i>Journal of Business Research</i> , <b>2021</b> , 136, 389-401	8.7	2
36	Towards a Better Understanding of Smart Services - A Cross-Disciplinary Investigation. <i>Lecture Notes in Business Information Processing</i> , <b>2020</b> , 164-173	0.6	
35	Frontline employees' motivation to align with value propositions. <i>Journal of Business and Industrial Marketing</i> , <b>2020</b> , 35, 420-436	3	3
34	Reframing service innovation: COVID-19 as a catalyst for imposed service innovation. <i>Journal of Service Management</i> , <b>2020</b> , 32, 101-112	7.4	75
33	Future service technologies: is service research on track with business reality?. <i>Journal of Services Marketing</i> , <b>2019</b> , 33, 479-487	4	37
32	Technology in use [r]characterizing customer self-service devices (SSDS). <i>Journal of Services Marketing</i> , <b>2019</b> , 33, 44-56	4	22
31	Strategies for creating value through individual and collective customer experiences. <i>Business Horizons</i> , <b>2019</b> , 62, 95-104	10.1	12
30	Customer-dominant logic and the need for exploring app usage in different customer contexts. <i>Journal of Indian Business Research</i> , <b>2019</b> , 11, 50-59	1.3	1
29	Revealing business customers' hidden value formation in service. <i>Journal of Business and Industrial Marketing</i> , <b>2019</b> , 34, 1145-1159	3	4
28	Positive and negative valence influencing consumer engagement. <i>Journal of Service Theory and Practice</i> , <b>2018</b> , 28, 147-169	3.1	37
27	Reflections on customers' primary role in markets. <i>European Management Journal</i> , <b>2018</b> , 36, 1-11	4.8	32
26	Drivers, types and value outcomes of customer-to-customer interaction. <i>Journal of Service Theory and Practice</i> , <b>2018</b> , 28, 710-732	3.1	27
25	Netnography as a tool for understanding customers: implications for service research and practice. <i>Journal of Services Marketing</i> , <b>2018</b> , 32, 657-679	4	66
24	Customer engagement in a Big Data world. <i>Journal of Services Marketing</i> , <b>2017</b> , 31, 161-171	4	115

23	Developing service research paving the way to transdisciplinary research. <i>Journal of Service Management</i> , <b>2016</b> , 27, 9-20	7.4	39
22	THE ROLE OF PROXIMITY IN VALUE PREFERENCES: A STUDY OF CONSUMER CO-OPERATIVES. <i>Annals of Public and Cooperative Economics</i> , <b>2015</b> , 86, 339-361	1.5	16
21	Customer-dominant logic: foundations and implications. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 472-484	4	156
20	Digitizing smart service: implications for service researchers and managers. <i>Journal of Services Marketing</i> , <b>2015</b> , 29, 442-447	4	186
19	Multiple perspectives on customer relationships. <i>International Journal of Bank Marketing</i> , <b>2014</b> , 32, 450-456	4	20
18	Invisible value formation: a netnography in retail banking. <i>International Journal of Bank Marketing</i> , <b>2014</b> , 32, 590-607	4	52
17	Customer dominant value formation in service. <i>European Business Review</i> , <b>2013</b> , 25, 104-123	13.1	189
16	Diagnosing service brand strength: customer-dominant brand relationship mapping. <i>Journal of Service Management</i> , <b>2013</b> , 24, 502-519	7.4	12
15	Social Media Activities. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , <b>2013</b> , 1-15	0.3	1
14	Conceptualising consumers' dynamic relationship engagement: the development of online community relationships. <i>Journal of Customer Behavior</i> , <b>2011</b> , 10, 49-72	2.4	14
13	Consumer activity in social media: Managerial approaches to consumers' social media behavior. <i>Journal of Consumer Behaviour</i> , <b>2011</b> , 10, 356-364	3	292
12	A customer-dominant logic of service. <i>Journal of Service Management</i> , <b>2010</b> , 21, 531-548	7.4	408
11	The use of digital channels to create customer relationships. <i>International Journal of Internet Marketing and Advertising</i> , <b>2010</b> , 6, 1	0.7	15
10	Monitoring value-in-use of e-service. <i>Journal of Service Management</i> , <b>2009</b> , 20, 33-51	7.4	47
9	The influence of customer activity on e-service value-in-use. <i>International Journal of Electronic Business</i> , <b>2009</b> , 7, 190	0.8	12
8	The Role of Digital Service Encounters on Customers' Perceptions of Companies. <i>Journal of Electronic Commerce in Organizations</i> , <b>2008</b> , 6, 1-10	1	5
7	Consumer responsiveness to mobile marketing. <i>International Journal of Mobile Communications</i> , <b>2007</b> , 5, 603	1.2	44
6	Conceptualising online banking service value. <i>Journal of Financial Services Marketing</i> , <b>2007</b> , 12, 39-52	2.8	25

5	How do consumers react to mobile marketing? <b>2006</b> ,	2
4	Temporal and spatial e-service value. <i>Journal of Service Management</i> , <b>2006</b> , 17, 380-400	61
3	Communication as an element of service value. <i>Journal of Service Management</i> , <b>2005</b> , 16, 186-198	33
2	Reconceptualizing customer perceived value: the value of time and place. <i>Managing Service Quality</i> , <b>2004</b> , 14, 205-215	110
1	Social Media Activities88-103	