

Key Pousttchi

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4151410/publications.pdf>

Version: 2024-02-01

44
papers

871
citations

759233

12
h-index

794594

19
g-index

51
all docs

51
docs citations

51
times ranked

418
citing authors

#	ARTICLE	IF	CITATIONS
1	Mobile Word-Of-Mouth - A Grounded Theory of Mobile Viral Marketing. Journal of Information Technology, 2009, 24, 172-185.	3.9	161
2	Exploring the digitalization impact on consumer decision-making in retail banking. Electronic Markets, 2018, 28, 265-286.	8.1	67
3	A modeling approach and reference models for the analysis of mobile payment use cases. Electronic Commerce Research and Applications, 2008, 7, 182-201.	5.0	47
4	Proposing a comprehensive framework for analysis and engineering of mobile payment business models. Information Systems and E-Business Management, 2009, 7, 363-393.	3.7	43
5	Engineering the Value Network of the Customer Interface and Marketing in the Data-Rich Retail Environment. International Journal of Electronic Commerce, 2014, 18, 17-42.	3.0	39
6	Introduction to the Special Issue on Mobile Commerce: Mobile Commerce Research Yesterday, Today, Tomorrowâ€”What Remains to Be Done?. International Journal of Electronic Commerce, 2015, 19, 1-20.	3.0	36
7	A Contribution to Theory Building for Mobile Marketing: Categorizing Mobile Marketing Campaigns through Case Study Research. , 2006, , .		32
8	Technology Impact Types for Digital Transformation. , 2019, , .		29
9	Extending knowledge management to mobile workplaces. , 2004, , .		28
10	Surrounded by middlemen - how multi-sided platforms change the insurance industry. Electronic Markets, 2019, 29, 609-629.	8.1	28
11	Success Factors in Mobile Viral Marketing: A Multi-Case Study Approach. , 2007, , .		27
12	An apple a day â€” how the platform economy impacts value creation in the healthcare market. Electronic Markets, 2021, 31, 849-876.	8.1	27
13	Value Creation in the Mobile Market. Business and Information Systems Engineering, 2011, 3, 299-311.	6.1	25
14	Analyzing the Basic Elements of Mobile Viral Marketing-An Empirical Study. , 2008, , .		24
15	A Scenario-Based Analysis of Mobile Payment Acceptance. , 2010, , .		21
16	Determinants of customer acceptance for mobile data services: an empirical analysis with formative constructs. International Journal of Electronic Business, 2011, 9, 26.	0.4	21
17	Analyzing and Categorization of the Business Model of Virtual Operators. , 2009, , .		14
18	The impact of new media on bank processes: a Delphi study. International Journal of Electronic Business, 2015, 12, 1.	0.4	13

#	ARTICLE	IF	CITATIONS
19	Analyzing the Elements of the Business Model for Mobile Payment Service Provision. , 2007, , .		11
20	Understanding the Determinants of Mobile Viral Effects-Towards a Grounded Theory of Mobile Viral Marketing. , 2008, , .		11
21	An Approach for Assessment of Electronic Offers. Lecture Notes in Computer Science, 2004, , 44-57.	1.3	8
22	Mobile payment in the smartphone age. , 2012, , .		7
23	Enabling evidence-based retail marketing with the use of payment data - the Mobile Payment Reference Model 2.0. International Journal of Business Intelligence and Data Mining, 2013, 8, 19.	0.2	7
24	Understanding Effects and Determinants of Mobile Support Tools: A Usability-Centered Field Study on IT Service Technicians. , 2006, , .		6
25	Guest Editorial: Research advances for the mobile payments arena. Electronic Commerce Research and Applications, 2008, 7, 137-140.	5.0	5
26	Mobile Marketing Management. Advances in E-Business Research Series, 2010, , 1-9.	0.4	4
27	Analyzing the Benefits of Mobile Enterprise Solutions Using the Example of Dispatching Processes. , 2008, , .		3
28	Exploring the Organizational Effects of Mobile Business Process Reengineering. , 2009, , .		3
29	Business Model Typology for Mobile Commerce. , 2006, , 11-21.		3
30	Mobile Marketing Management. , 0, , 1002-1011.		3
31	Requirements for Personalized m-Commerce. Journal of Electronic Commerce in Organizations, 2013, 11, 19-36.	1.1	2
32	Relativer Vorteil bei mobilen Bezahlverfahren "mobiles Bezahlen aus Sicht der Diffusionstheorie. , 2005, , 35-50.		2
33	Comparing Mobile Enterprise Solutions in Europe and Japan. , 2009, , .		1
34	Gestaltung mobil-integrierter Geschäftsprozesse. Hmd, 2012, 49, 15-22.	0.3	1
35	City Marketing Goes Mobile. , 2009, , 86-107.		1
36	Enterprise Resource Planning in kleinen und mittleren Unternehmen. Hmd, 2012, 49, 20-33.	0.3	0

#	ARTICLE	IF	CITATIONS
37	Abrechnungsmodelle und mobiles Bezahlen. , 2004, , 163-175.		0
38	Mobile Technology for Knowledge Management. , 2006, , 651-656.		0
39	Mobile Knowledge Management. , 2006, , 645-650.		0
40	Business Model Typology for Mobile Commerce. , 2008, , 1334-1343.		0
41	Business Models for Mobile Payment Service Provision and Enabling. , 2009, , 29-47.		0
42	Analyzing the Forwarding Behavior in Mobile Viral Marketing. Advances in E-Business Research Series, 2010, , 381-400.	0.4	0
43	Mobile Knowledge Management. , 0, , 1149-1157.		0
44	Mobile Technology for Knowledge Management. , 0, , 1158-1166.		0