

# Heikki Karjaluoto

## List of Publications by Year in descending order

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Version: 2024-02-01

105  
papers

7,598  
citations

87888

38  
h-index

56724

83  
g-index

108  
all docs

108  
docs citations

108  
times ranked

4173  
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer acceptance of online banking: an extension of the technology acceptance model. <i>Internet Research</i> , 2004, 14, 224-235.	4.9	1,041
2	Setting the future of digital and social media marketing research: Perspectives and research propositions. <i>International Journal of Information Management</i> , 2021, 59, 102168.	17.5	637
3	Mobile banking adoption: A literature review. <i>Telematics and Informatics</i> , 2015, 32, 129-142.	5.8	573
4	Factors underlying attitude formation towards online banking in Finland. <i>International Journal of Bank Marketing</i> , 2002, 20, 261-272.	6.4	367
5	Internet banking adoption among mature customers: early majority or laggards?. <i>Journal of Services Marketing</i> , 2003, 17, 514-528.	3.0	244
6	Factors influencing consumers' willingness to accept mobile advertising: a conceptual model. <i>International Journal of Mobile Communications</i> , 2005, 3, 197.	0.3	236
7	The usage of digital marketing channels in SMEs. <i>Journal of Small Business and Enterprise Development</i> , 2015, 22, 633-651.	2.6	234
8	An Empirical Study of the Drivers of Consumer Acceptance of Mobile Advertising. <i>Journal of Interactive Advertising</i> , 2007, 7, 41-50.	5.3	193
9	Consumers' acceptance of information and communications technology in tourism: A review. <i>Telematics and Informatics</i> , 2017, 34, 618-644.	5.8	192
10	A conceptual model of trust in the online environment. <i>Online Information Review</i> , 2007, 31, 604-621.	3.2	190
11	The use of Web analytics for digital marketing performance measurement. <i>Industrial Marketing Management</i> , 2015, 50, 117-127.	6.7	187
12	Brand love and positive word of mouth: the moderating effects of experience and price. <i>Journal of Product and Brand Management</i> , 2016, 25, 527-537.	4.3	186
13	How perceived value drives the use of mobile financial services apps. <i>International Journal of Information Management</i> , 2019, 47, 252-261.	17.5	183
14	An adoption model for mobile banking in Ghana. <i>International Journal of Mobile Communications</i> , 2009, 7, 515.	0.3	164
15	Electronic banking in Finland: Consumer beliefs and reactions to a new delivery channel. <i>Journal of Financial Services Marketing</i> , 2002, 6, 346-361.	3.4	131
16	Antecedents to permission based mobile marketing: an initial examination. <i>European Journal of Marketing</i> , 2009, 43, 473-499.	2.9	130
17	What drives travelers' adoption of user-generated content? A literature review. <i>Tourism Management Perspectives</i> , 2018, 28, 251-273.	5.2	120
18	Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102233.	9.4	108

#	ARTICLE	IF	CITATIONS
19	The measurement of end-user computing satisfaction of online banking services: empirical evidence from Finland. <i>International Journal of Bank Marketing</i> , 2006, 24, 158-172.	6.4	105
20	The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. <i>Journal of Product and Brand Management</i> , 2017, 26, 282-293.	4.3	102
21	Making the most of information technology & systems usage: A literature review, framework and future research agenda. <i>Computers in Human Behavior</i> , 2015, 49, 541-566.	8.5	99
22	The role of digital channels in industrial marketing communications. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 703-710.	3.0	96
23	Mobile banking services adoption in Pakistan: are there gender differences?. <i>International Journal of Bank Marketing</i> , 2017, 35, 1090-1114.	6.4	94
24	Consumer adoption of mobile technologies: a literature review. <i>International Journal of Mobile Communications</i> , 2015, 13, 244.	0.3	91
25	How value and trust influence loyalty in wireless telecommunications industry. <i>Telecommunications Policy</i> , 2012, 36, 636-649.	5.3	89
26	Factors Affecting Consumer Choice of Mobile Phones: Two Studies from Finland. <i>Journal of Euromarketing</i> , 2005, 14, 59-82.	0.0	88
27	Are Facebook brand community members truly loyal to the brand?. <i>Computers in Human Behavior</i> , 2015, 51, 429-439.	8.5	74
28	Exploring Gender Influence on Customer's Intention to Engage Permission-based Mobile Marketing. <i>Electronic Markets</i> , 2008, 18, 242-259.	8.1	60
29	Web personalization: The state of the art and future avenues for research and practice. <i>Telematics and Informatics</i> , 2016, 33, 1088-1104.	5.8	56
30	Examining consumers' usage intention of contactless payment systems. <i>International Journal of Bank Marketing</i> , 2019, 38, 332-351.	6.4	56
31	Consumption values and mobile banking services: understanding the urban-rural dichotomy in a developing economy. <i>International Journal of Bank Marketing</i> , 2021, 39, 272-293.	6.4	56
32	Chatbot Adoption in Tourism Services: A Conceptual Exploration. , 2019, , 105-121.		55
33	Mobile customer relationship management: underlying issues and challenges. <i>Business Process Management Journal</i> , 2007, 13, 771-787.	4.2	54
34	Selection criteria for a mode of bill payment: empirical investigation among Finnish bank customers. <i>International Journal of Retail and Distribution Management</i> , 2002, 30, 331-339.	4.7	53
35	Is it all about consumer engagement? Explaining continuance intention for utilitarian and hedonic service consumption. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102232.	9.4	51
36	How Relevant Are Risk Perceptions, Effort, and Performance Expectancy in Mobile Banking Adoption?. <i>International Journal of E-Business Research</i> , 2018, 14, 39-60.	1.0	45

#	ARTICLE	IF	CITATIONS
37	The effect of marketing communication on business relationship loyalty. <i>Marketing Intelligence and Planning</i> , 2017, 35, 458-472.	3.5	42
38	Customer perceived value, satisfaction, and loyalty: the role of willingness to share information. <i>International Review of Retail, Distribution and Consumer Research</i> , 2017, 27, 164-188.	2.0	42
39	Industrial branding in the digital age. <i>Journal of Business and Industrial Marketing</i> , 2015, 30, 733-741.	3.0	41
40	The role of negative and positive forms of power in supporting CSR alignment and commitment between large firms and SMEs. <i>Industrial Marketing Management</i> , 2018, 75, 17-30.	6.7	41
41	Consumers' attitudes towards and intention to participate in mobile marketing. <i>International Journal of Services, Technology and Management</i> , 2007, 8, 155.	0.1	38
42	Customer relationship management: the evolving role of customer data. <i>Marketing Intelligence and Planning</i> , 2013, 31, 584-600.	3.5	38
43	Continuous mobile banking usage and relationship commitment – A multi-country assessment. <i>Journal of Financial Services Marketing</i> , 2015, 20, 208-219.	3.4	38
44	Environmental values and customer-perceived value in industrial supplier relationships. <i>Journal of Cleaner Production</i> , 2017, 156, 604-613.	9.3	37
45	Digital advertising around paid spaces, E-advertising industry's revenue engine: A review and research agenda. <i>Telematics and Informatics</i> , 2017, 34, 1650-1662.	5.8	37
46	Exploring the nexus between financial sector reforms and the emergence of digital banking culture – Evidences from a developing country. <i>Research in International Business and Finance</i> , 2017, 42, 1030-1039.	5.9	37
47	The Role of Electronic Channels in Micro-Sized Brick-and-Mortar Firms. <i>Journal of Small Business and Entrepreneurship</i> , 2010, 23, 17-38.	4.9	36
48	Targeting Young Voters in a Political Campaign: Empirical Insights into an Interactive Digital Marketing Campaign in the 2007 Finnish General Election. <i>Journal of Nonprofit and Public Sector Marketing</i> , 2010, 22, 14-37.	1.6	35
49	How do brand personality, identification, and relationship length drive loyalty in sports?. <i>Journal of Service Theory and Practice</i> , 2016, 26, 50-71.	3.2	33
50	Intentionally developed business network for mobile marketing: a case study from Finland. <i>Journal of Business and Industrial Marketing</i> , 2008, 23, 497-506.	3.0	32
51	Drivers and outcomes of consumer engagement. <i>International Journal of Bank Marketing</i> , 2019, 38, 1-20.	6.4	32
52	Understanding moderating effects in increasing share-of-wallet and word-of-mouth: A case study of Lidl grocery retailer. <i>Journal of Retailing and Consumer Services</i> , 2018, 44, 45-53.	9.4	29
53	Extending customer relationship management: from empowering firms to empowering customers. <i>Journal of Systems and Information Technology</i> , 2013, 15, 140-158.	1.7	27
54	Intention to use mobile customer relationship management systems. <i>Industrial Management and Data Systems</i> , 2014, 114, 966-978.	3.7	26

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55	On Some Misconceptions Concerning Digital Banking and Alternative Delivery Channels. <i>International Journal of E-Business Research</i> , 2016, 12, 1-16.	1.0	26
56	Omnichannel experience: Towards successful channel integration in retail. <i>Journal of Customer Behavior</i> , 2019, 18, 17-34.	0.0	26
57	Antecedents of online banking satisfaction and loyalty: empirical evidence from Finland. <i>International Journal of Electronic Finance</i> , 2009, 3, 253.	0.2	25
58	Customer Environmental Values and Their Contribution to Loyalty in Industrial Markets. <i>Business Strategy and the Environment</i> , 2016, 25, 512-528.	14.8	24
59	Understanding technology diffusion in emerging markets. <i>International Journal of Emerging Markets</i> , 2019, 14, 731-751.	2.2	23
60	Development and validation of the Perceived Investment Value (PIV) scale. <i>Journal of Economic Psychology</i> , 2013, 36, 41-54.	2.2	22
61	Examining the Impact of eWOM-Triggered Customer-to-Customer Interactions on Travelers' Repurchase and Social Media Engagement. <i>Journal of Travel Research</i> , 2022, 61, 1872-1894.	9.0	22
62	Exploring the effects of gender, age, income and employment status on consumer response to mobile advertising campaigns. <i>Journal of Systems and Information Technology</i> , 2008, 10, 251-265.	1.7	21
63	Consumers' perceptions of mobile banking continuous usage in Finland and South Africa. <i>International Journal of Electronic Finance</i> , 2015, 8, 149.	0.2	21
64	The impact of service bundles on the mechanism through which functional value and price value affect WOM intent. <i>Journal of Service Management</i> , 2017, 28, 707-723.	7.2	20
65	Advertisers' perceptions of search engine marketing. <i>International Journal of Internet Marketing and Advertising</i> , 2009, 5, 95.	0.2	18
66	Barriers to the use of mobile sales force automation systems: a salesperson's perspective. <i>Journal of Systems and Information Technology</i> , 2015, 17, 121-140.	1.7	18
67	Mobile Banking Services Continuous Usage -- Case Study of Finland. , 2016, , .		17
68	Permission-based mobile marketing and sources of trust in selected European markets. <i>Journal of Systems and Information Technology</i> , 2007, 9, 104-123.	1.7	16
69	Unlocking behaviors of long-term service consumers: the role of action inertia. <i>Journal of Service Theory and Practice</i> , 2017, 27, 270-291.	3.2	16
70	Customer Channel Preferences in the Finnish Banking Sector. <i>Journal of Marketing Channels</i> , 2002, 10, 41-64.	0.4	15
71	Searching for Value in Researching the Adoption and Use of M-services. <i>International Journal of E-Collaboration</i> , 2007, 3, 16-30.	0.5	14
72	Mobile Customer Relationship Management: a communication perspective. <i>International Journal of Electronic Customer Relationship Management</i> , 2007, 1, 242.	0.2	12

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73	A cultural comparison study of smartphone adoption in Uzbekistan, South Korea and Turkey. International Journal of Mobile Communications, 2017, 15, 85.	0.3	12
74	Mobile Banking and Payment System. International Journal of E-Business Research, 2017, 13, 14-27.	1.0	12
75	Factors affecting Finnish consumers' intention to receive SMS marketing: a conceptual model and an empirical study. International Journal of Electronic Business, 2008, 6, 298.	0.4	10
76	Social Identity for Teenagers: Understanding Behavioral Intention to Participate in Virtual World Environment. Journal of Theoretical and Applied Electronic Commerce Research, 2013, 8, 3-4.	5.7	10
77	A Systematic Literature Review and Analysis of Mobile Retailing Adoption. Journal of Internet Commerce, 2019, 18, 221-247.	5.5	10
78	Influence of Offline Activities and Customer Value Creation on Online Travel Community Continuance Usage Intention. , 2019, , 450-460.		10
79	Value co-creation in health care. , 2016, , .		10
80	Examining the performance of brand-extended thematic-content: The divergent impact of avid- and skim-reader groups. Computers in Human Behavior, 2017, 72, 449-458.	8.5	9
81	The role of fundamental motivations in willingness-to-pay online. Journal of Retailing and Consumer Services, 2020, 52, 101930.	9.4	8
82	Consumer Acceptance and Use of Instagram. , 2016, , .		7
83	The impact of consumer local engagement on local store patronage and customer satisfaction. International Review of Retail, Distribution and Consumer Research, 2017, 27, 485-501.	2.0	7
84	How Relevant Are Risk Perceptions, Effort, and Performance Expectancy in Mobile Banking Adoption?. , 2021, , 692-716.		7
85	Conceptualizing engagement in the mobile context. , 2016, , .		6
86	About time. Journal of Systems and Information Technology, 2019, 21, 236-254.	1.7	5
87	Social Network Brand Visibility (SNBV): Conceptualization and Empirical Evidence. , 2018, , 149-178.		4
88	Salesperson adoption and usage of mobile sales configuration tools. Journal of Systems and Information Technology, 2018, 20, 168-190.	1.7	4
89	An empirical assessment of employer branding as a form of sport event sponsorship. International Journal of Sports Marketing and Sponsorship, 2019, 20, 666-682.	1.4	4
90	A Firm's Activity in Social Media and Its Relationship with Corporate Reputation and Firm Performance. Lecture Notes in Information Systems and Organisation, 2016, , 161-172.	0.6	4

#	ARTICLE	IF	CITATIONS
91	The effects of mobile banking application user satisfaction and system usage on bank-customer relationships. , 2016, , .		4
92	Integrated marketing communications in mobile context. , 2006, , 397-415.		3
93	Barriers to the use of Mobile Sales Force Automation Systems. A Salespersonâ€™s Perspective. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 625-634.	0.2	2
94	Launch lessons from a growing global supplier of industrial equipment. International Journal of Business Excellence, 2008, 1, 375.	0.3	1
95	The Relationships Between Customer Brand Engagement in Social Media and Share of Wallet. Lecture Notes in Information Systems and Organisation, 2016, , 173-186.	0.6	0
96	Sources of Trust and Consumers' Participation in Permission-Based Mobile Marketing. , 2009, , 304-315.		0
97	Searching for Value in Researching the Adoption and Use of M-Services. , 2009, , 47-58.		0
98	The Drivers for the Adoption and Use of M-Services. Advances in E-collaboration Series, 2009, , 28-39.	0.0	0
99	The Mobile Network as a New Medium for Marketing Communications. , 2009, , 334-342.		0
100	The Impact of Gender and Age on Consumer Responsiveness to Permission-Based Mobile Advertising. Advances in E-Business Research Series, 2010, , 303-322.	0.4	0
101	A cultural comparison study of smartphone adoption in Uzbekistan, South Korea and Turkey. International Journal of Mobile Communications, 2017, 15, 85.	0.3	0
102	A Cross-Cultural Study of Smartphone Adoption in Uzbekistan and South Korea. Advances in Business Strategy and Competitive Advantage Book Series, 2018, , 171-189.	0.3	0
103	A Cross-Cultural Study of Smartphone Adoption in Uzbekistan and South Korea. , 2019, , 944-962.		0
104	The Impact of Gender and Age on Consumer Responsiveness to Permission-Based Mobile Advertising. , 0, , 1148-1167.		0
105	Mobile Banking and Payment System. , 0, , 66-82.		0