

Mari Juntunen

List of Publications by Year in descending order

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Version: 2024-02-01

25
papers

512
citations

840776

11
h-index

713466

21
g-index

26
all docs

26
docs citations

26
times ranked

369
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumersâ€™ value co-creation in sharing economy: The role of social support, consumersâ€™ ethical perceptions and relationship quality. <i>Technological Forecasting and Social Change</i> , 2020, 151, 119786.	11.6	118
2	B2B brands on Twitter: Engaging users with a varying combination of social media content objectives, strategies, and tactics. <i>Industrial Marketing Management</i> , 2020, 89, 630-641.	6.7	53
3	The Role of Ethical Perceptions in Consumersâ€™ Participation and Value Co-creation on Sharing Economy Platforms. <i>Journal of Business Ethics</i> , 2021, 169, 421-441.	6.0	51
4	Corporate brand equity and loyalty in B2B markets: A study among logistics service purchasers. <i>Journal of Brand Management</i> , 2011, 18, 300-311.	3.5	50
5	Corporate brand building in different stages of small business growth. <i>Journal of Brand Management</i> , 2010, 18, 115-133.	3.5	36
6	Consumer segments in social commerce: A latent class approach. <i>Journal of Consumer Behaviour</i> , 2017, 16, 279-292.	4.2	27
7	Investigating brand equity of third-party service providers. <i>Journal of Services Marketing</i> , 2014, 28, 214-222.	3.0	22
8	Co-creating corporate brands in startups. <i>Marketing Intelligence and Planning</i> , 2012, 30, 230-249.	3.5	21
9	Firms' capability portfolios throughout international expansion: A latent class approach. <i>Journal of Business Research</i> , 2016, 69, 5578-5586.	10.2	18
10	A narrative literature review process for an academic business research thesis. <i>Studies in Higher Education</i> , 2021, 46, 330-342.	4.5	18
11	Impact of service quality, image and relational aspects on satisfaction and loyalty in logistics outsourcing relationships. <i>International Journal of Shipping and Transport Logistics</i> , 2012, 4, 17.	0.5	17
12	Co-creating nonprofit brand equity. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2013, 18, 122-132.	0.8	16
13	Latent classes of service quality, logistics costs and loyalty. <i>International Journal of Logistics Research and Applications</i> , 2015, 18, 442-458.	8.8	11
14	Interpretative narrative process research approach to corporate renaming. <i>Qualitative Market Research</i> , 2014, 17, 112-127.	1.5	9
15	Outsourcing strategies of the security sector through acquisition procedures. <i>International Journal of Physical Distribution and Logistics Management</i> , 2012, 42, 931-947.	7.4	8
16	External economies and confidence: a way to reduce logistics costs. <i>International Journal of Logistics Research and Applications</i> , 2010, 13, 329-337.	8.8	7
17	Protecting Finnish defence security: a logistics challenge. <i>International Journal of Shipping and Transport Logistics</i> , 2011, 3, 295.	0.5	7
18	Recruitsâ€™ Corporate Brand Co-creation Experiences of the Finnish Military Forces. <i>Corporate Reputation Review</i> , 2012, 15, 88-104.	1.7	6

#	ARTICLE	IF	CITATIONS
19	Degree of standardisation, agility and supply chain performance. <i>International Journal of Services and Standards</i> , 2010, 6, 112.	0.2	5
20	Latent classes of accounting outsourcing firms. <i>Journal of Global Operations and Strategic Sourcing</i> , 2022, 15, 115-141.	4.6	5
21	Social and environmental responsibility, service quality, corporate image and loyalty in logistics services. <i>World Review of Intermodal Transportation Research</i> , 2013, 4, 194.	0.4	3
22	A Case Study on the Role of the Finnish Defence Forces in the Transport Sector. <i>Journal of Military Studies</i> , 2011, 2, 34-43.	0.4	2
23	Time-based modifications to process theory illustrations through a corporate rebranding case study. <i>Baltic Journal of Management</i> , 2015, 10, 222-242.	2.2	2
24	Loyalty, power and relationships: a latent class approach. <i>International Journal of Management and Enterprise Development</i> , 2014, 13, 219.	0.3	0
25	Outsourcing strategies in the security sector. <i>International Journal of Logistics Economics and Globalisation</i> , 2017, 6, 297.	0.5	0