

Saila Saraniemi

List of Publications by Citations

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27
papers

647
citations

12
h-index

25
g-index

27
ext. papers

809
ext. citations

4
avg, IF

4.73
L-index

| # | Paper | IF | Citations |
|----|---|------|-----------|
| 27 | Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches. <i>Journal of Travel Research</i> , 2011 , 50, 133-143 | 6.3 | 128 |
| 26 | How perceived value drives the use of mobile financial services apps. <i>International Journal of Information Management</i> , 2019 , 47, 252-261 | 16.4 | 89 |
| 25 | Network actors' participation in B2B SME branding. <i>Industrial Marketing Management</i> , 2011 , 40, 1144-1152 | 7.1 | 71 |
| 24 | Antecedents and consequences of destination brand love – A case study from Finnish Lapland. <i>Tourism Management</i> , 2018 , 67, 71-81 | 10.8 | 70 |
| 23 | Analysis of content creation in social media by B2B companies. <i>Journal of Business and Industrial Marketing</i> , 2015 , 30, 761-770 | 3 | 63 |
| 22 | Corporate brand building in different stages of small business growth. <i>Journal of Brand Management</i> , 2010 , 18, 115-133 | 3.3 | 31 |
| 21 | The development of a destination brand identity: a story of stakeholder collaboration. <i>Current Issues in Tourism</i> , 2019 , 22, 1116-1132 | 5.8 | 27 |
| 20 | Customer centricity in mobile banking: a customer experience perspective. <i>International Journal of Bank Marketing</i> , 2019 , 37, 1082-1102 | 4 | 26 |
| 19 | Destination brand identity development and value system. <i>Tourism Review</i> , 2010 , 65, 52-60 | 5.2 | 25 |
| 18 | From destination image building to identity-based branding. <i>International Journal of Culture, Tourism and Hospitality Research</i> , 2011 , 5, 247-254 | 2.2 | 22 |
| 17 | The roles of business partners in corporate brand image co-creation. <i>Journal of Product and Brand Management</i> , 2018 , 27, 29-40 | 4.3 | 18 |
| 16 | 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 | 13 |
| 15 | End-customer value restructuring the financial service supply chain. <i>Marketing Intelligence and Planning</i> , 2018 , 36, 709-720 | 3.2 | 11 |
| 14 | The strategic hybrid orientation and brand performance of B2B SMEs. <i>Journal of Small Business and Enterprise Development</i> , 2017 , 24, 585-606 | 2.5 | 11 |
| 13 | Feasibility of digital footprint data for health analytics and services: an explorative pilot study. <i>BMC Medical Informatics and Decision Making</i> , 2016 , 16, 139 | 3.6 | 10 |
| 12 | Crisis communication in key account relationships. <i>Corporate Communications</i> , 2014 , 19, 234-246 | 1.4 | 7 |
| 11 | Acceptance of Online Health Services for Self-Help in the Context of Mental Health: Understanding Young Adults' Experiences. <i>Journal of Technology in Human Services</i> , 2018 , 36, 125-139 | 1.8 | 5 |

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|----|--|-----|---|
| 10 | Reducing health inequalities through digital options in mental health: A physician's perspective. <i>Health Marketing Quarterly</i> , 2019 , 36, 93-106 | 1.1 | 4 |
| 9 | Employee Engagement and Internal Branding: Two Sides of the Same Coin?. <i>Corporate Reputation Review</i> , 2021 , 24, 48-63 | 1 | 4 |
| 8 | Incorporating digital self-services into integrated mental health care: a physician's perspective. <i>European Journal of Marketing</i> , 2018 , 52, 2234-2250 | 4.4 | 4 |
| 7 | Categorizing Humorous Employer Brand Message in a Small Company's Online Job Ads. <i>Corporate Reputation Review</i> , 2016 , 19, 198-218 | 1 | 3 |
| 6 | From Familiarity Tours to Media Representations: Finland in the British Press. <i>Tourism Analysis</i> , 2009 , 14, 209-219 | 1.6 | 2 |
| 5 | Barriers to the use of Mobile Sales Force Automation Systems. A Salesperson's Perspective. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015 , 625-634 | 0.1 | 2 |
| 4 | Intradepartmental Faculty Mentoring in Teaching Marketing. <i>Journal of Marketing Education</i> , 2012 , 34, 5-18 | 2.1 | 1 |
| 3 | FinTechs as Service Innovators - Understanding the Service Innovation Stack. <i>International Journal of E-Business Research</i> , 2019 , 15, 20-37 | 0.7 | 0 |
| 2 | Digitalization-enabled evolution of customer value creation: An executive view in financial services. <i>Journal of Business Research</i> , 2022 , 146, 504-517 | 8.7 | 0 |
| 1 | FinTechs as Service Innovators - Understanding the Service Innovation Stack 2021 , 192-211 | | |