

Saila Saraniemi

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.

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	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
26	Employee Engagement and Internal Branding: Two Sides of the Same Coin?. <i>Corporate Reputation Review</i> , 2021 , 24, 48-63	1	4
25	FinTechs as Service Innovators - Understanding the Service Innovation Stack 2021 , 192-211		
24	Customer centricity in mobile banking: a customer experience perspective. <i>International Journal of Bank Marketing</i> , 2019 , 37, 1082-1102	4	26
23	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
22	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
21	FinTechs as Service Innovators - Understanding the Service Innovation Stack. <i>International Journal of E-Business Research</i> , 2019 , 15, 20-37	0.7	0
20	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
19	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
18	Antecedents and consequences of destination brand love – A case study from Finnish Lapland. <i>Tourism Management</i> , 2018 , 67, 71-81	10.8	70
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	End-customer value restructuring the financial service supply chain. <i>Marketing Intelligence and Planning</i> , 2018 , 36, 709-720	3.2	11
15	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
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	Categorizing Humorous Employer Brand Message in a Small Company's Online Job Ads. <i>Corporate Reputation Review</i> , 2016 , 19, 198-218	1	3
12	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
11	Analysis of content creation in social media by B2B companies. <i>Journal of Business and Industrial Marketing</i> , 2015 , 30, 761-770	3	63

10	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
9	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
8	Crisis communication in key account relationships. <i>Corporate Communications</i> , 2014 , 19, 234-246	1.4	7
7	Intradepartmental Faculty Mentoring in Teaching Marketing. <i>Journal of Marketing Education</i> , 2012 , 34, 5-18	2.1	1
6	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
5	Network actors' participation in B2B SME branding. <i>Industrial Marketing Management</i> , 2011 , 40, 1144-1152		71
4	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
3	Corporate brand building in different stages of small business growth. <i>Journal of Brand Management</i> , 2010 , 18, 115-133	3.3	31
2	Destination brand identity development and value system. <i>Tourism Review</i> , 2010 , 65, 52-60	5.2	25
1	From Familiarity Tours to Media Representations: Finland in the British Press. <i>Tourism Analysis</i> , 2009 , 14, 209-219	1.6	2