

Authors	Title	Year	Journal	Volume	Number	Pages
Lehtimäki Tuula, Simula Henri, Salo Jari	Applying knowledge management to project marketing in a demanding technology transfer project: convincing the industrial customer over the knowledge gap	2009	Industrial Marketing Management	38	2	228-236
Salo, Jari	Digital advertising in mobile games: a conceptualization and description of typical features of mobile in-game advertising	2009	International Business And Economics Review	1	1	9-21
Cripps Helen, Salo Jari, Standing Craig	Enablers and impediments to IT adoption in business relationships. Evidence from Australia and Finland	2009	Journal Of Systems And Information Technology	11	2	185-200
Saraniemi, Saila	From familiarity tours to media representations: Finland in the British press	2009	Tourism Analysis	14	2	209-219
Komppula Raija, Hakulinen Sanna, Saraniemi Saila	Lapin joulucharter-tuotteen elinkaari	2009	Matkailututkimus, Turism Forskning - Finnish Journal Of Tourism Research	5	2	19-42
Simula Henri, Lehtimäki Tuula, Salo Jari	Managing greenness in technology marketing	2009	Journal Of Systems And Information Technology	11	4	331-346
Salo Jari	Mobile games advertising in international marketing context	2009	Journal Of International Marketing And Exporting	14	1	14-22
Mainela, Tuija & Puhakka, Vesa	Organising new business in turbulent context. Opportunity-creation and effectuation behaviours for IJVs in transition markets.	2009	Journal Of International Entrepreneurship	7	2	111-134
Sinisalo Jaakko, Karjaluoto Heikki	The impact of mobile phone capabilities on mobile service usage: empirical evidence from Finland	2009	International Journal Of Mobile Marketing	4	1	4-11

Westerlund Mika, Rajala Risto, Tuunanen Tuure, Salo Jari	The influence of content and trust on consumers' intention to accept mobile advertisements	2009	International Journal Of E-Services And Mobile Applications	1	4	1-15
Anniina Salo, Jaana Tähtinen, Pauliina Ulkuniemi	Twists and turns of triadic business relationship recovery	2009	Industrial Marketing Management	38		618-632
Hurmelinna-Laukkanen, Pia; Sainio, L-M. & Jauhiainen, T.	Appropriability regime for radical and incremental innovations	2008	R&D Management	38	3	278-289
Heikkinen, Marko & Still, Johanna	Benefits and challenges of new mobile service development in R&D network	2008	Personal And Ubiquitous Computing	12	1	85-94
Ojasalo, J.; Nätti, Satu & Olkkonen, Rami	Brand building in software SMEs: an empirical study	2008	Journal Of Product & Brand Management	17	2	92-107
Salo, Jari	E-business initiated change of business relationships structure and interaction process	2008	International Journal Of Electronic Business Management	6	1	21-28
Koivumäki, Timo; Ristola, Annu & Kesti, Manne	Effects of information quality of mobile information services on user satisfaction and service acceptance- empirical evidence from Finland	2008	Behaviour & Information Technology	27	5	375-385
Mainela, Tuija & Puhakka, Vesa	Embeddedness and networking as drivers in developing an international joint venture	2008	Scandinavian Journal Management	24	1	17-32
Karjaluoto, H.; Lehto, H.; Leppäniemi, Matti & Jayawardhena, C.	Exploring gender influence on customer's intention to engage permission-based mobile marketing	2008	Electronic Markets	18	3	242-259

Karjaluoto, H.; Standing, C.; Becker, M. & Leppäniemi, Matti	Factors affecting Finnish consumers' intention to receive SMS marketing: a conceptual model and an empirical study	2008	International Journal Of Electronic Business	6	3	298-318
Salo, Jari; Sinisalo, Jaakko & Karjaluoto, H.	Intentionally developed business network for mobile marketing: a case study from Finland	2008	Journal Of Business & Industrial Marketing	23	7	497-506
Jantunen, A.; Puumalainen, K. & Hurmelinna-Laukkanen, Pia	Knowledge sharing and innovation performance	2008	Journal Of Information & Knowledge	7	3	187-195
Lehtimäki, Tuula; Salo, Jari & Karjaluoto, H.	Launch lessons from a growing global supplier of industrial equipment	2008	International Journal Of Business Excellence	1	4	375-390
Nätti, Satu & Ojasalo, J.	Loose coupling as an inhibitor of internal customer knowledge transfer: findings from an empirical study in B-to-B professional services	2008	Journal Of Business & Industrial Marketing	23	3	213-223
Leppäniemi, Matti & Karjaluoto, H.	Mobile marketing: from marketing strategy to mobile marketing campaign implementation	2008	International Journal Of Mobile Marketing	3	1	50-61
Palo, Teea	Modelling emerging value creating business networks in ubiquitous service environment	2008	The E-Business Review	8		214-217
Mäkinen, A-M.; Hurmelinna-Laukkanen, Pia & Hassan, A.	Organising for networking and virtual teams - the effects of the legal environment	2008	International Journal Of Networking And Virtual Organisations	5	3/4	436-453
Koivumäki, Timo; Ristola, Annu & Kesti, Manne	Perceptions towards mobile services: an empirical analysis of the role of use facilitators	2008	Personal And Ubiquitous Computing	12	1	67-75

Koskela, Kaisa	Theoretical model for lead user identification in the context of ubiquitous services	2008	The E-Business Review	8		166-169
Nätti, Satu & Ojasalo, J.	What prevents effective utilisation of customer knowledge in professional b-to-b services? an empirical study	2008	The Service Industries Journal	28	9	1199-1214
Salo, Jari	Business relationships redesign with electronic commerce tools: An empirical investigation	2007	Business Process Management Journal	13	4	488-502
Nätti, Satu & Palo, Teea	Challenges of key account management implementation in professional service organizations	2007	Journal Of Selling & Major Account Management	7	1	8-20
Salo, Jari & Karjaluoto, Heikki	Conceptual model of trust in the online environment	2007	Online Information Review	31	5	604-621
Koivumäki, Timo & Svento, Rauli	Development of strategic business network for local travel industry	2007	International Journal Of Services Technology And Management	8	2/3	207-223
Tähtinen, Jaana; Blois, K. & Mittilä, T.	How the features of business relationships influence their endings	2007	Journal Of Business Market Management	1	3	231-247
Nätti, Satu & Still, Johanna	Influence of internal communities of practice on customer perceived value in professional service relationships	2007	Service Industries Journal	27	7	893-905
Sinisalo, Jaakko; Salo, Jari; Karjaluoto, Heikki & Leppäniemi, Matti	Mobile customer relationship management: underlying issues and challenges	2007	Business Process Management Journal	13	6	771-787

Salo, Jari & Karjaluoto, Heikki	Mobile games as an advertising medium: towards a new research agenda	2007	Innovative Marketing	3	1	72-83
Komulainen, Hanna; Mainela, Tuija; Tähtinen, Jaana & Ulkuniemi, Pauliina	Retailers' different value perceptions of mobile advertising service	2007	International Journal Of Service Industry Management	18	4	368-393
Heikkinen, Marko; Mainela, Tuija; Still, Johanna & Tähtinen, Jaana	Roles for managing in mobile service development nets	2007	Industrial Marketing Management	36	7	909-925
Härkönen, Kai; Ulkuniemi, Pauliina & Tähtinen, Jaana	Terveydenhuollon kilpailutusosaaminen	2007	Premissi	2	4	34-43
Mainela, Tuija	Types and functions of social relationships in the organizing of an international joint venture	2007	Industrial Marketing Management	36	1	87-98
Komulainen, Hanna; Mainela, Tuija; Sinisalo, Jaakko; Tähtinen, Jaana & Ulkuniemi, Pauliina	Business model scenarios in mobile advertising	2006	International Journal Of Internet Marketing And Advertising	3	3	254-270
Salo, Jari	Business relationship digitization: what do we need to know before embarking on such activities	2006	Journal Of Electronic Commerce In Organizations	4	4	75-93
Tähtinen, Jaana & Vaaland, T. I.	Business relationships facing the end: why restore them	2006	Journal Of Business & Industrial Marketing	21	1	14-23
Nätti, Satu; Halinen, A. & Hanntu, N.	Customer knowledge transfer and key account management in professional service organizations	2006	International Journal Of Service Industry Management	17	4	304-319

Salo, Jari & Karjaluo, Heikki	IT-enabled supply chain management	2006	Contemporary Management Research	2	1	17-30
Karjaluo, Heikki; Leppäniemi, Matti; Standing, C.; Kajalo, S.; Merisavo, M.; Virtanen, V. & Salmenkivi, S.	Individual differences in the use of mobile services among Finnish consumers	2006	International Journal Of Mobile Marketing	1	2	4-10
Karjaluo, Heikki	Investigation of third generation (3G) mobile technologies and services	2006	Contemporary Management Research	2	2	91-104
Heikkinen, Marko T. & Tähtinen, Jaana	Managed formation process of R&D networks	2006	International Journal Of Innovation Management	10	3	271-298
Helander, N. & Ulkuniemi, Pauliina	Marketing challenges in the software component business	2006	International Journal Of Technology Marketing	1	4	375-392
Pikkarainen, K.; Pikkarainen, T.; Karjaluo, Heikki & Pahnla, Seppo	Measurement of end-user computing satisfaction of online banking services: empirical evidence from Finland	2006	International Journal Of Bank Marketing	24	3	158-172
Koivumäki, Timo; Ristola, Annu & Kesti, Manne	Predicting consumer acceptance in mobile services: empirical evidence from an experimental end user environment	2006	International Journal Of Mobile Communications	4	4	418-435
Leppäniemi, Matti; Sinisalo, Jaakko & Karjaluo, Heikki	Review of mobile marketing research	2006	International Journal Of Mobile Marketing	1	1	30-40
Komulainen, Hanna; Mainela, Tuija & Tähtinen, Jaana	Social networks in the initiation of a high-tech firm's internationalisation	2006	International Journal Entrepreneurship And Innovation Management	6	6	526-541

Alajoutsijärvi, Kimmo; Holma, Heikki; Nyberg, K. & Tikkanen, H.	Cyclicity in the Finnish and Swedish sawmill industry, 1970-2000	2005	Scandinavian Economic History Review	53	1	66-90
Karjaluoto, Heikki; Karvonen, J.; Kesti, Manne; Koivumäki, Timo; Manninen, Marjukka; Pakola, Jukka; Ristola, Annu & Salo, Jari	Factors affecting consumer choice of mobile phones: two studies from Finland	2005	Journal Of Euromarketing	14	3	59-82
Leppäniemi, Matti & Karjaluoto, Heikki	Factors influencing consumers' willingness to accept mobile advertising: a conceptual model	2005	International Journal Of Mobile Communications	3	3	197-213
Salo, Jari & Sinisalo, Jaakko	Impact of digitization on business relationships: a case study from Finland	2005	E-Business Review	5		193-196
Sinisalo, Jaakko; Salo, Jari; Leppäniemi, Matti & Karjaluoto, Heikki	Initiation stage of a mobile customer relationship management	2005	E-Business Review	5		205-209
Ulkuniemi, Pauliina & Pekkarinen, Saara	Managing competitive software component supplier relationships	2005	Journal Of Purchasing & Supply Management	11		97-106
Komulainen, Hanna; Mainela, Tuija; Sinisalo, Jaakko; Tähtinen, Jaana & Ulkuniemi, Pauliina	Models of mobile advertising network	2005	E-Business Review	5		95-98
Mainela, Tuija; Pellinen, J.; Tähtinen, Jaana & Ulkuniemi, Pauliina	Teaching business in a foreign language. A framework for development	2005	Lta Liiketaloudellinen Aikakauskirja	54	1	48-66
Karjaluoto, Heikki; Niinikoski, Soili; Karjalainen, Asko; Kuortti, K.; Deans, K. R. & Gnoth, J.	Creative benchmarking in marketing education: comparing best practices among divergent universities	2004	Journal Of Advancement Of Marketing Education	5	Winter	27-36

Mainela, Tuija; Pellinen, Jukka; Tähtinen, Jaana & Ulkuniemi, Pauliina	Internationalisation at home: developing business education in a foreign language	2004	Journal Of Contemporary Business Issues	12	2	112-123
--	---	------	---	----	---	---------