ACADEMIC PUBLICATIONS

HEIKKI KARJALUOTO

J - Refereed Journal Articles Accepted for Publication

J1. Internet banking adoption factors in Finland (together with Minna Mattila and Tapio Pento). Journal of Internet Banking and Commerce, Vol. 6 No. 1, 2001 (online journal).


J105. Setting the future of digital marketing: Perspectives and research propositions (together with Yogesh K. Dwivedi, Elvira Ismagilova, Laurie Hughes, Jamie Carlson, Raffaele Filieri, Jenna Jacobson, Varsha Jain, Hajer Kefi, Anjala S. Krishen, Vikram Kumar, Mohammad M. Rahman, Ramakrishnan Raman, Philipp A. Rauschnabel,

CP - Conference Proceedings (refereed) Accepted for Publication


CP32. Individual differences in the use of mobile services among Finnish consumers (together with Matti Leppäniemi, Craig Standing, Sami Kajalo, Marko


**CP44. Sources of trust in permission-based mobile marketing: a cross-country comparison** (together with Teemu Kautonen, Andreas Kuckertz and Chanaka Jayawardhena). Proceedings of the 4th Workshop on Trust Within and Between Organizations, [CD-ROM], Amsterdam, October 25-26, 2007.


**CP52. The effect of customer's greenness and perceived value on loyalty in industrial relationships: The role of communication and relationship length** (together with Nora Mustonen and Chanaka Jayawardhena). Proceedings of the Academy of

**CP53.** Managing the co-creation of marketing communication: Social media and non-profit organizations (together with Aarne Töllinen). Proceedings of the 6th International Forum on Knowledge Asset Dynamics (IFKAD), [CD-ROM], Tampere, Finland, June 15-17, 2011.


**CP55.** Opportunities and challenges of social media monitoring in the business to business sector (together with Aarne Töllinen and Joel Järvinen). Proceedings of the 4th International Business and Social Science Research Conference, Dubai, UAE, January 5-7, 2012.


CP64. Mobile banking services and consumer behavior- A literature review (together with Aijaz Shaikh). Proceedings of the LCBR European Marketing Conference, Frankfurt am Main, Germany, August 15-16, 2013.


CP78. In a bundle or out of a bundle: Does it matter for the provision of Word of Mouth? (together with Chatura Ranaweera and Chanaka Jayawardhena). Proceedings of the 14th International Research Symposium on Service Excellence in Management (QUIS14), Shanghai, China, June 18-21, 2015.


CP84. Consumer acceptance and use of Instagram (together with Joel Järvinen and Roope Ohtonen). Marketing EDGE Direct/Interactive Marketing Research Summit, Boston, USA, October 3-4, 2015.


CP96. Influence of social media on corporate heritage tourism brand (together with Dandison Ukpabi). In R. Schegg, & B. Stangl (Eds.), Information and Communication Technologies in Tourism 2017: Proceedings of the International Conference in Rome, Italy, January 24-26, 2017 (pp. 697-709). Springer International Publishing. doi:10.1007/978-3-319-51168-9_50


CP103. The role of consumer local engagement and personal values in explaining local store patronage (together with Mika Skippari and Jussi Nyrhinen). Proceedings of
the 19th – EAERCD- Conference of the European Association for Education and Research in Commercial Distribution, Dublin Institute of Technology, Ireland, 4 - 6 July, 2017. (Best paper award)


Monographs/Chapters in Monographs


MO10. Sources of trust and consumers’ participation in permission-based mobile marketing (together with Teemu Kautonen). In Unhelkar, B. (Ed.), “Handbook of Research


MO29. Value Co-Creation Opportunities: Managerial Transformation of Digitisation Risks into Success Factors. (together with Katja Rantala). In P. N. Melo, & C. Machado (Eds.), Management Transformation and Technological Challenges in the Digital Age (pp. 31-52). CRC Press.


MO37. Chatbot Adoption in Tourism Services : A Conceptual Exploration (together with Dandison Ukpabi and Bilal Aslam). In Stanislav Ivanov and Craig Webster (Eds.), Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality, Emerald Publishing Limited, UK, 2019 (pp. 105-121).


MO39. The Development of Loyalty Programs in the Retail Sector (together with Raif, Muniba Rauf). In Pedro Novo Melo and Carolina Machado (Eds.), Business Intelligence and Analytics in Small and Medium Enterprises 2020, CRC Press, UK, 2020 (pp.105-121).

MO40. The effect of retail service experience on cross-channel customer loyalty (together with Jussi Nyrhinen). In Richard Cuthbertson, Lauri Pulkkka and Olli Rusanen (Eds.), The Red Queen Retail Race: Innovation in context in a changing retail landscape. Implications for managers, firms, and public policy in different retail markets within a global, digital, consumer society, Oxford University Press, 2020 (in press).
M – Magazines


M4. Tarvitsevatko yritykset somea? 3T –Teknologia, Talous, Työelämä. No. 5, 8.2.2013, s.2.


TC - Teaching Cases


WP – Working Papers


O - Other

O1. Environmental impacts of electronic versus conventional channels in retail banking - a comparative LCI study (together with Minna-Maari Karvonen, Minna Mattila,


O5. Lisää potkua mobiilimarkkinointiin [More power to mobile marketing], (together with Matti Leppäniemi). Press release [both in Finnish and English], 23.9.2004


O10. Finnish consumers welcome mobile marketing. Recent study shows respondents buy products or services due to SMS offers (together with Michael Becker). Press release, 2.2.2006.


