ACADEMIC PUBLICATIONS

HEIKKI ENSIO KARJALUOTO

A1. Journal article-refereed, Original research & A2. Review article, Literature review, Systematic review

A1. 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). (JUFO0)


A31. Mobile marketing: from marketing strategy to mobile marketing campaign implementation (together with Matti Leppäniemi). International Journal of Mobile Marketing, Vol. 3 No. 1, 2008, pp. 50-61. (JUFO n/a)


A42. Special issue on green marketing in business-to-business marketing and new media (Guest Editorial). Journal of Systems and Information Technology, Vol. 11 No. 4, 2009, pp. 312-314. (JUFO1, AJG1)


A64. **Barriers to the use of mobile sales force automation systems. A salesperson’s perspective** (together with Jaakko Sinisalo and Sailing Saraniemi). Journal of Systems & Information Technology, 2015, Vol. 17 No. 2, pp. 121-140. (JUFO1, AJG1)


A66. **Consumers' perceptions of mobile banking continuous usage in Finland and South Africa** (together with Aijaz Shaikh and Nathalie Chinje). International Journal of Electronic Finance, Vol. 8, No. 2/3/4, 2015, pp.149-168. (JUFO1)


A97. A systematic literature review and analysis of mobile retailing adoption (together with Olli Tyrväinen). Journal of Internet Commerce, Vol. 18 No. 2, 2019, pp. 221-247. (JUFO1, AJG1)


A118. Growing influencer credibility to drive endorsement effectiveness: A literature review (together with Chuong Hoang Bao Nguyen and Joel Mero). International Journal of Internet Marketing and Advertising (in press). (JUFO1, AJG1).
A3. Book section, Chapters in research books


A3-10. The Effects of Brand Engagement in Social Media on Share of Wallet (together with Juha Munnukka and Severi Tiensuu). In Fabrizio D’Ascenzo, Massimo Magni, Alessandra Lazazzara and Stefano Za (Eds.), Blurring the Boundaries Through Digital Innovation: Individual, Organizational,


A3-14. 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. (JUFO1)

A3-15. Social network brand visibility (SNBV) : Conceptualization and empirical evidence (together with Aijaz Shaikh, Richard Glavee-Geo, Adina-Gabriela Tudor and Chen Zheng). In J. Agarwal, & T. Wu (Eds.), Emerging Issues in Global Marketing : A Shifting Paradigm (pp. 149-178). Cham: Springer International Publishing. doi:10.1007/978-3-319-74129-1_6 (JUFO2)


A3-20. 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). (JUFO1)

A3-22. **The Development of Loyalty Programs in the Retail Sector** (together with 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). (JUFO1).


A3-25. **The planning and implementation process of programmatic advertising campaigns in emerging markets** (together with Thanh Tiet). In O. Niininen (Ed.), *Contemporary Issues in Digital Marketing*, Routledge, (pp. 32-45), 2022. (JUFO3).

A3-26. **The antecedents and outcomes of online consumer brand experience** (together with Joel Konttinen and Aijaz A. Shaikh). In O. Niininen (Ed.), *Contemporary Issues in Digital Marketing*, Routledge, (pp. 49-60), 2022. (JUFO3)


A3-32. **Investigating the impact of rewarded social media engagement, trust, switching cost and loyalty on loyalty members in sports industry** (together with Muniba Rauf). In O. Niininen (Ed.), *Social Media for Progressive Public Relations. Routledge*, 2022 (JUFO3).

A3-34. Simultaneous support for and opposition to brands: A study on brand love and hate - the two poles of brand polarization (together with Jussi Tornberg and Outi Niininen). In O. Niininen (Ed.), Social Media for Progressive Public Relations. Routledge, 2022 (JUFO3).


A3-37. The selection process of influencers for marketing purposes in an organization (together with Tia Huttula). In C. Machado & J. Paulo Davim (Eds.), Industry 5.0: Creative and Innovative Organizations (pp. 27-53). Springer, Cham (JUFO2).

A4. Conference proceedings


A4-12. SmartRotuaari – Context aware mobile multimedia services (together with Timo Ojala, Jani Korhonen, Markus Aittola, Mark Ollila, Timo Koivumäki and Jaana Tähtinen). Proceedings of


A4-44. 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.


A4-64. 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.


A4-70. Are Facebook Brand Community Members Really Loyal to the Brand? (together with Juha Munnukka and Anna Tikkanen). Proceedings of the 27th Bled eConference, June 1-5, 2014. (JUFO1)


A4-77. The Effects of Brand Engagement in Social Media on Share of Wallet (together with Juha Munnukka and Severi Tiensuu). Proceedings of 28th Bled eConference, June 7-10, 2015.(JUFO1)

A4-78. 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.


A4-81. The effects of service bundling on customer perceptions, attitudes and behaviors (together with Chatura Ranaweera and Chanaka Jayawardhena). Proceedings of the 22nd EIRASS
conference on Recent Advances in Retailing and Consumer Services Science, Montreal, Canada, July 27-29, 2015.


A4-84. 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.


A4-87. User Acceptance and Use of Instagram (together with Joel Järvinen and Roope Ohtonen). Proceedings of the Hawaii International Conference on System Sciences (HICSS-49), Kauai, January 5-8, 2016. (JUFO1)

A4-88. Understanding Continuous Usage Intentions Toward Mobile Banking Services in Finland (together with Aijaz Shaikh). Proceedings of the Hawaii International Conference on System Sciences (HICSS-49), Kauai, January 5-8, 2016. (JUFO1)


A4-92. Consumer Engagement and Behavioral Intention Towards Continuous Use of Innovative Mobile Banking Applications — Case Study of Finland (together with Janne Hepola


A4-96. 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


A4-103. 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)


A4-110. Influence of offline activities and customer value creation on online travel community continuance usage intention (together with Dandison C. Ukpabi, Sunday Olaleye and Emmanuel Mogaji). In J. Pesonen, & J. Neidhardt (Eds.), Information and Communication Technologies in Tourism 2019: Proceedings of the International Conference in Nicosia, Cyprus, January 30 - February 1, 2019 (pp. 450-460). Cham: Springer. (JUFO2)
A4-111. Antecedents of market orientation in the banking sector during its digital transformation (together with Hannele Haapio and Joel Mero). In Pucihar, Andreja; Kljajic Borstnar, Mirjana; Bons, Roger; Seitz, Juergen; Cripps, Helen; Vidmar, Doroteja (Eds.) 32nd Bled eConference: Humanizing Technology for a Sustainable Society. Maribor: University of Maribor, 289-305. DOI: 10.18690/978-961-286-280-0.16. (Proceedings of eBled 2019 Conference, June 16-19, Bled, Slovenia) (JUFO1).


A4-121. The effects of general and mobile online shopping skillfulness and multichannel self-efficacy on consumer showrooiming behaviour (together with Markus Makkonen, Lauri Frank and Jussi Nyrhinen). In A. Pucihar, M. Kljajić Borštnar, R. Bons, A. Sheombar, G. Ongena, & D. Vidmar (Eds.), Proceedings of the 35th Bled eConference : Digital Restructuring and Human (Re)action (pp. 479-494). University of Maribor, Bled, Slovenia, June 26–29, 2022. (JUFO1).

A4-122. Who are the showroomers? Socio-demographic factors behind the showrooming behavior on mobile devices (together with Matilda Holkkola, Jussi Nyrhinen, Markus Makkonen, Lauri Frank and Terhi-Anna Wilska). In A. Pucihar, M. Kljajić Borštnar, R. Bons, A. Sheombar, G. Ongena, & D. Vidmar (Eds.), Proceedings of the 35th Bled eConference : Digital Restructuring and Human (Re)action (pp. 113-128). University of Maribor, Bled, Slovenia, June 26–29, 2022. (JUFO1).


C2. Book editor


D1 Articles in professional magazines

D2 Articles in edited professional publications


D2-5. Kaupan ala: Jos haluaa oppia juoksemaan kovaa, on juostava kovaa. In Asiakkuusmarkkinoinnin vuosikirja 2019 (pp. 46-49). Helsinki, Finland: Suomen Asiakkuusmarkkinointiliitto ry.


D4 Research reports


**D5 Professional book**


**E1 Newspaper articles**


E1-4. Tarvitsevatko yritykset somea? 3T –Teknologia, Talous, Työelämä. No. 5, 8.2.2013, s.2.


G5 Article dissertation


Other


