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).


J55. **Customer relationship management: The evolving role of customer data** (together with Hannu Saarijärvi and Hannu Kuusela), Marketing Intelligence and Planning, Vol. 31 No. 6, 2013, pp. 584-600.


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


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


**MO18.** Maatilayritysbarometri –tutkimusraportti (together with Tarja Niemelä and Aarne Töllinen). Jyväskylä, Finland: Jyväskylän yliopiston kauppakorkeakoulun julkaisuja, n:o 186/2012.


**MO20.** Mobiililaitteet teollisuusyritysten myyntityössä –tutkimusraportti (together with Aarne Töllinen). Jyväskylä, yliopiston kauppakorkeakoulun julkaisuja, n:o 190/2012, s. 1-35.


MO30 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)

MO31. The effect of omni-channel retail service experience on cross-channel customer loyalty (together with Jussi Nyrhinen). In Richard Cuthbertson and Olli
Rusanen (Eds.), *name to be announced*, Oxford University Press, 2018 (in press) (JUFO3).


**MO34. Using organisational theories to drive the adoption of chatbots by travel, tourism and hospitality companies: A conceptual framework** (together with Dandison Ukpabi and Bilal Aslam). In Stanislav Ivanov and Craig Webster (Eds.), *Robots, Artificial Intelligence and Service Automation*, Emerald Publishing Limited, UK, 2018 (in press). (JUFO2)
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


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.


