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).


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


**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.


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


M – Magazines


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

TC - Teaching Cases

WP – Working Papers
