Appendix

PERIOD 1: 2000-2014
1. Fostering client-agency relationships: A business buying behavior perspective
2. Creating value that cannot be copied
3. The impact of market and organisational challenges on marketing strategy decision-making: a qualitative investigation of the business-to-business sector
4. Exploring the phenomenon of customers' desired value change in a business-to-business context
5. A longitudinal study of customers' desired value change in business-to-business markets
6. Customer value, satisfaction, loyalty, and switching costs: An illustration from a business-to-business service context
7. The role of transactional versus relational data in IMC programs: Bringing customer data together
8. Buyer attentiveness in buyer-supplier relationships
9. Role of competences in creating customer value: A value-creation logic approach
10. Building competences for new customer value creation: An exploratory study
11. Interrelationships among key aspects of the organizational procurement process
12. Ethics and value creation in business research: comparing two approaches
13. Unpicking the meaning of value in key account management
14. The relationship between personal values and perceived value of education
15. The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective
16. Interfirm relational drivers of customer value
17. Interaction orientation and firm performance
18. Determining the indirect value of a customer
19. Why integrating purchasing with marketing is both inevitable and beneficial
20. Expanding the Role of Marketing: From Customer Equity to Market Capitalization
21. Investigating the service brand: A customer value perspective
22. An exploratory investigation of the elements of B2B brand image and its relationship to price premium
23. Brand awareness in business markets: When is it related to firm performance?
24. Calculating, creating, and claiming value in business markets: Status and research agenda
25. Mapping the values in B2B relationships: A systemic, knowledge-based perspective
26. Service Performance-Loyalty Intentions Link in a Business-to-Business Context: The Role of Relational Exchange Outcomes and Customer Characteristics
27. Exploring Cross-National Differences in Organizational Buyers' Normative Expectations of Supplier Performance
28. When do B2B brands influence the decision making of organizational buyers? An examination of the relationship between purchase risk and brand sensitivity
29. The Bright Side and Dark Side of Embedded Ties in Business-to-Business Innovation
30. The structure and evolution of business-to-business marketing: A citation and co-citation analysis
31. To JM on Its 75th Anniversary
32. Modeling customer value perceptions in cross-cultural business markets
33. It's all B2B ... and beyond: Toward a systems perspective of the market
34. A conceptualisation of supplier-perceived value

35. Markets as configurations
36. Does salesperson's customer orientation create value in B2B relationships? Empirical evidence from India
37. Measuring customer attractiveness
38. Customer relationship management processes: How faithful are business-to-business firms to customer profitability?
39. Using cross-functional, cross-firm teams to co-create value: The role of financial measures
40. What factors influence buying center brand sensitivity?
41. Types of linkages between service characteristics and customer consequences
42. Uncovering Customer Profitability Segments for Business Customers
43. A framework of brand value in B2B markets: The contributing role of functional and emotional components
44. Creating superior customer value for B2B firms through supplier firm capabilities
45. Relationship and Market Conditions: Outcomes in Marketing Channels
46. Managing and measuring value co-creation in business-to-business relationships
47. Supplier representative activities and customer perceived value in complex industrial solutions
48. Towards a framework of customer value assessment in B2B markets: An exploratory study
49. Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry
50. Business service networks and their process of emergence: The case of the Health Cluster Portugal
51. Development of B2B marketing theory
52. Customer-Centric Leadership: HOW TO MANAGE STRATEGIC CUSTOMERS AS ASSETS IN B2B MARKETS
53. Value creation processes and value outcomes in marketing theory: Strangers or siblings?
54. Recovering Hidden Buyer-Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets
55. Developing an integrated vision of customer value
56. Co-production and self-service: The application of Service-Dominant Logic
57. Adopting self-service technology to do more with less
58. Impact of component supplier branding on profitability
59. Managerial perceptions of service-infused IORs in China & India: A discursive view of value co-creation
60. Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities

PERIOD 2: 2015-2018

61. Transaction Attributes and Customer Valuation
62. Building industrial brand equity by leveraging firm capabilities and co-creating value with customers
63. B2B and internal relationships and curative international marketing: A polish case study
64. Interpersonal influence strategies in complex B2B sales and the socio-cognitive construction of relationship value
65. Value Co-Creation Processes-Early Stages of Value Chains Involving High-Tech Business Markets: Samsung-Qualcomm Semiconductor Foundry Businesses

66. Direct and Indirect Effects of Buyers and Sellers on Search Advertising Revenues in Business-to-Business Electronic Platforms
67. Organizational and institutional barriers to value-based pricing in industrial relationships
68. Making value co-creation a reality - exploring the co-creative value processes in customer-salesperson interaction
69. Complexity of sales situation and sales lead performance: An empirical study in business-to-business company
70. Value-based selling: An organizational capability perspective
71. Two-sided Internet platforms: A business model lifecycle perspective
72. Exploring service failure in a business-to-business context
73. Influence of the ethical servant leader and ethical climate on customer value enhancing sales performance
74. Antecedents to value diminution: A dyadic perspective
75. Divided attitudinal loyalty and customer value: role of dealers in an indirect channel
76. Competitive Advantage Through Engagement
77. Theory and practice of value co-creation in B2B systems
78. Provider and relational determinants of customer solution performance
79. The customer as enabler of value (co)-creation in the solution business
80. Value co-creation practices and capabilities: Sustained purposeful engagement across B2B systems
81. Technology-enabled value co-creation: An empirical analysis of actors, resources, and practices
82. Do professional service firms benefit from customer and supplier collaborations in competitive, turbulent environments?
83. Every cloud has a silver lining - Exploring the dark side of value co-creation in B2B service networks
84. Advertising to businesses: Does creativity matter?
85. The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media
86. Social media and value co-creation in multi-stakeholder systems: A resource integration approach
87. The impact of sellers' social influence on the co-creation of innovation with customers and brand awareness in online communities
88. To be or not to be (loyal): Is there a recipe for customer loyalty in the B2B context?
89. Outcome versus process value in service delivery
90. Retrospective: tracking the impact of communications effectiveness on client satisfaction, trust and loyalty in professional services
91. Securing business-to-business relationships: The impact of switching costs
92. Driving shareholder value with customer asset management: Moving beyond customer lifetime value
93. Sustainable value co-creation in business networks
94. Effects of task complexity on creative customer behavior
95. Social media use in B2b sales and its impact on competitive intelligence collection and adaptive selling: Examining the role of learning orientation as an enabler
96. Selling Value in Business Markets: Individual and Organizational Factors for Turning the Idea into Action
97. Is perceived value more than value for money in professional business services?
98. The role of horizontal and vertical new product alliances in responsive and proactive market orientations and performance of industrial manufacturing firms

99. Entrepreneurial marketing of international high-tech business-to-business new ventures: A decision-making process perspective
100. Customer reference marketing: Conceptualization, measurement and link to selling performance
101. Servitization in global business-to-business distribution: The central activities of manufacturers
102. Customer engagement: the construct, antecedents, and consequences
103. What's in it for me? Capital, value and co-creation practices
104. Social bonding as a determinant of share of wallet and cross-buying behaviour in B2B relationships
105. The Impact of Client-Professional Relationships in Ex Ante Value Creation: A Service-Dominant Logic Perspective
106. Determinants of services co-creation with business customers
107. Strategic B2B customer experience management: the importance of outcomes-based measures
108. Psychological ethical climate, leader-member exchange and commitment to superior customer value: influencing salespeople's unethical intent and sales performance
109. Identifying the right solution customers: A managerial methodology
110. Reflections on "social media: Influencing customer satisfaction in B2B sales" and a research agenda
111. Which resources and capabilities underpin strategic key account management?
112. Customer value co-creation behavior: A dyadic exploration of the influence of salesperson emotional intelligence on customer participation and citizenship behavior
113. Social media engagement strategy: Investigation of marketing and R&D interfaces in manufacturing industry
114. Paths Toward Radical Service Innovation in Manufacturing CompaniesA Service-Dominant Logic Perspective
115. Initiating value co-creation: Dealing with non-receptive customers
116. Digital, Social Media, and Mobile Marketing in industrial buying: Still in need of customer segmentation? Empirical evidence from Poland and Germany
117. Enhancing firm performance: The role of brand orientation in business-to-business marketing
118. The relative influence of functional versus imagery beliefs on brand sensitivity in B2B professional services
119. Influence of interfirm brand values congruence on relationship qualities in B2B contexts
120. Investigating relationship types for creating brand value for resellers
121. Push and pull strategies by component suppliers when OEMs can produce the component in-house: The roles of branding in a supply chain
122. Sensemaking, sensegiving and absorptive capacity in complex procurements
123. Managerial perspectives on crowdsourcing in the new product development process
124. The impact of social media on resource mobilisation in entrepreneurial firms
125. IMP thinking and IMM: Co-creating value for business marketing
126. The Relative Influence of Economic and Relational Direct Marketing Communications on Buying Behavior in Business-to-Business Markets
127. Conceptualizing and communicating value in business markets: From value in exchange to value in use
128. The role of a solutions salesperson: Reducing uncertainty and fostering adaptiveness
129. Rapport building in authentic B2B sales interaction
130. Resource integration for co-creation between marketing agencies and clients

PERIOD 3: 2019-2020
131. Opportunities for ethnographic methodologies in B2B service research
132. Investigating international strategic brand management and export performance outcomes in the B2B context
133. Capability-driven industrial firms: Considering resources, capabilities, and competencies for marketing developments
134. A platform approach in solution business: How platform openness can be used to control solution networks
135. Do salespeople matter in competitive tenders?
136. Strengthening Customer Value Development and Ethical Intent in the Salesforce: The Influence of Ethical Values Person-Organization Fit and Trust in Manager
137. Service quality versus service experience: An empirical examination of the consequential effects in B2B services
138. Customer participation antecedents, profiles and value-in-use goals in complex B2B service exchange
139. Advancing social media driven sales research: Establishing conceptual foundations for B-to-B social selling
140. Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing The role of brand's helpfulness
141. A transition from goods-dominant to service-dominant exchange logic in a B2B relationship: A relationship positioning perspective
142. Developing business customer engagement through social media engagement-platforms: An integrative S-D logic/RBV-informed model
143. Managing customer engagement at trade shows
144. Twitter and behavioral engagement in the healthcare sector: An examination of product and service companies
145. Operationalizing thought leadership for online B2B marketing
146. A comparison of social media marketing between B2B, B2C and mixed business models
147. Toxic Collaborations: Co-Destroying Value in the B2B Context
148. Collective engagement in organizational settings
149. Customer referencing as business actor engagement behavior - Creating value in and beyond triadic settings
150. Business interaction and institutional work: When intermediaries make efforts to change their position
151. Mapping value in business markets: An integrative framework
152. Using Ethical Leadership to Improve Business-To-Business Salesperson Performance: The Mediating Roles of Trust in Manager and Ethical Ambiguity
153. Drivers and outcomes of relationship quality with professional service firms: An SME owner-manager perspective
154. Stereotypical supplier evaluation criteria as inferred from country-of-origin information
155. The role of prosocial and proactive personality in customer citizenship behaviors
156. Adding co-creation as an antecedent condition leading to trust in business to-business relationships
157. The darker side of sustainability: Tensions from sustainable business practices in business networks
158. Assessing Value From Business-to-Business Services Relationships: Temporality, Tangibility, Temperament, and Trade-Offs

159. Fostering collaborative mind-sets among customers: a transformative learning approach
160. The role of a central actor in increasing platform stickiness and stakeholder profitability: Bridging the gap between value creation and value capture in the sharing economy
161. An analysis of configurations of relationship quality dimensions to explain sources of behavioral outcomes in globalized manufacturing
162. The network orchestrator as steward: Strengthening norms as an orchestration practice
163. The Role of Frontline Employees' Competitive Intelligence and Intraorganizational Social Capital in Driving Customer Outcomes
164. Social media, customer engagement, and sales organizations: A research agenda
165. Can cooperation drive the success of suppliers in B2B crowdsourcing innovation projects? A large scale data perspective
166. Organizing actor Engagement: A platform perspective
167. Modular interconnected processes, fluid partnering, and innovation speed: A loosely coupled systems perspective on B2B service supply chain management
168. An identity perspective of key account managers as paradoxical relationship managers
169. The Coronavirus crisis in B2B settings: Crisis uniqueness and managerial implications based on social exchange theory
170. Opportunities for value-based selling in an economic crisis: Managerial insights from a firm boundary theory
171. Digital Artifacts in Industrial Co-creation: How to Use VR Technology to Bridge the Provider-Customer Boundary
172. Performative corporate brand identity in industrial markets: The case of German prosthetics manufacturer Ottobock
173. The emotional side of organizational decision-making: examining the influence of messaging in fostering positive outcomes for the brand
174. Value propositions in a digitally transformed world
175. The effects of an articulated customer value proposition (CVP) on promotional expense, brand investment and firm performance in B2B markets: A text based analysis
176. How B2B suppliers articulate customer value propositions in the circular economy: Four innovation-driven value creation logics
177. Entrepreneurial marketing decision-making in rapidly internationalising and de-internationalising start-up firms
178. Customer involvement in big data analytics and its impact on B2B innovation
179. Engaged, but with what? Objects of engagement in technology-aided B2B customer interactions
180. Digital engagement strategies and tactics in social media marketing
181. A typology of business usage center members
182. Corporate brand identity co-creation in business-to-business contexts
183. Product radicalness and firm performance in B2B marketing: A moderated mediation model
184. B2B purchase engagement: Examining the key drivers and outcomes in professional services
185. Intention to Continue Relationship in B to B Setting - Case of Guinness Ghana Breweries - Some Preliminary Findings
186. Exploring proactive market strategies
187. Good match matters: Knowledge co-creation in international joint ventures

188. Co-creating social media agility to build strong customer-firm relationships
189. What drives customer Re-engagement? The foundational role of the sales-service interplay in episodic value co-creation
190. Blurring B2C and B2B boundaries: corporate brand value co-creation in B2B2C markets
191. The Ambidextrous Sales Force: Aligning Salesperson Polychronicity and Selling Contexts for Sales-Service Behaviors and Customer Value
192. Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?