

Identifying key success factors for international joint ventures in China : a foreign parent perspective from Finnish firms
Zheng, Xiaosong; Larimo, Jorma Antero E+M Economics and management 2014 / p. 106-119 : ill
<https://doi.org/10.15240/tul/001/2014-2-008> [Journal metrics at Scopus](#) [Article at Scopus](#)

Marketing theory : experience marketing and experiential marketing

Same, Siiri; Larimo, Jorma Antero The 7th International Scientific Conference Business and Management 2012 : selected papers : May 10–11, 2012, Vilnius, Lithuania 2012 / p. 480-487 : ill
https://www.researchgate.net/publication/268016525_Marketing_Theory_Experience_Marketing_and_Experiential_Marketing