

Client's willingness for co-creation of a service on the example of KIBS

Kukk, Jana; Leppiman, Anu International Conference : Entrepreneurship and Innovation as Key Drivers of Regional Development : Ventspils, Latvia, 15-16 July 2013 : conference materials, abstract book 2013 / p. 14

The construct of value in knowledge-intensive business service from customer's perspective : an example of a long-term training activity

Kukk, Jana; Leppiman, Anu Agronomy research 2016 / p. 91-108 : ill <http://agronomy.emu.ee/wp-content/uploads/2016/05/Vol14No1-1.pdf>

Value creation in business services through the prism of experience economy : conceptualizing value-in-experience

Kukk, Jana; Leppiman, Anu Journal of creating value 2016 / p. 231-244 : ill <http://dx.doi.org/10.1177/2394964316643448>