

**Designing a business service experience : customer's perspective on value co-creation**

Kukk, Jana; Leppiman, Anu; Pohjola, Anneli Research in economics and business : Central and Eastern Europe 2014 / p. 51-64 : ill

**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>