

Julkaisuluettelo: #230128 Arvolupausten ankkurointi työntekijälähtöisesti

Julkaisut ovat työn alla.

## “Tweaked” topics – from ideas to articles.

Article 1:

Initial topic idea: Value Proposition Design through Bottom-up Strategizing: the case of loosely connected Service Eco-systems

Initial Schedule 29.10.2024 targeting Journal of Business and Industrial Marketing or Journal of Service Marketing

### Current topic:

Service Design-inspired Internal Marketing for Employee Alignment with Promises.  
*Extended abstract submitted to Servsig 2024, (June 5-8)*

Article 2:

Initial topic idea: Employee need satisfaction patterns impact their motivation to align with the organization's value propositions.

Initial schedule 27.4.2025, targeting Journal of Service Research or e.g., International Journal of Care and Caring

### Current topic:

Time as SDT Need factor that impact care workers motivation and wellbeing.  
Targeting submission to Naples Forum on Services 25

Article 3:

Initial topic idea: Employee Alignment with ESG initiatives in a service ecosystem.

Initial schedule 29.9.2025, Journal of Services Marketing or Journal of Business Ethics

### Current topic:

Investor Employee Alignment with Sustainability Promises in ESG Investing.  
Submission to SIMA conference, DL March 24

Article 4:

Initial topic idea: Anchoring of Value Proposition - A Co-workership Approach.

Initial Schedule plan 10.10.2025: aiming for submission in Journal of Business Research

### Current topic:

Aligning with promises and Co-worker orientation maturity. Conference not decided yet.