

Curriculum vitae: *Ivan Snehota*

Personal data: born at Kutna Hora (Czech Republic) 1946

EDUCATION:

Fil. Kand. (B.Sc.) in Economics and Business Administration, at Uppsala University, 1971
Filosofie doktor (Ph.D.) at department of Business Studies, Uppsala University 1990
Docent in Business Administration at Faculty of Social Sciences, Uppsala University, 1995

ACADEMIC APPOINTMENTS

Since 2018 Professor emeritus, Università della Svizzera italiana – Lugano, Switzerland
2005-2017 Director of the Master program in Marketing, Faculty of Communication Sciences
2001-2016 Università della Svizzera italiana – Lugano, Switzerland: Professor of Marketing, Faculty of Communication Sciences.
Head of the Institute of Marketing and Communication Management (IMCA) 2004-2015;
1996-2001 Stockholm School of Economics: Associate Professor of Marketing
Acting professor, Head of the Department of Marketing 1998-2001
1991-2002 Uppsala University, Department of Business Studies: Associate professor of Business administration (on leave of absence 1996-2001)
1999-2003 Università L. Cattaneo di Castellanza – Italy: Associate professor of Marketing (part-time)
1985-1991 Università Commerciale L. Bocconi, Milan, Italy: Lecturer of marketing at SDA
1980-1983 Scuola di Amministrazione Aziendale dell'Università di Torino (Italy): Lecturer in marketing
1971-1977 Uppsala University, Department of Business Studies; Associate professor 1972-1977

Professional appointments: (recent)

Member of the “mentoring group” supervising strategic development and recruitment policies at University of Bozen, 2011-2014.
Member of International expert commission: assessment of the Department of Economics and Management “Marco Fano”, Padova university 2008;
Member of International expert commission: assessment of the Department of Management (IEGI), Bocconi University, 2006;
Member of the Scientific Board of Prague University of Economics, 2000 – 2007

TEACHING / COACHING EXPERIENCE

Bachelor courses: Impresa nel sistema economico 2000-2006
Communication and Management, (USI faculty of Communication Sciences), 2009-2016;
Introduction to marketing, (USI faculty of Economics) 2006 - 2010
Master courses: Strategic Marketing Management, 2004-2017,
Business-to-Business marketing, 2004-2008, 2009-2017
Purchasing and Supply Management 2016-2017
Field projects, 2004-2017
Entrepreneurship: Creating new organizations, (Alari); 2009, 2010, 2011, 2012, 2013
Introduction to marketing (Master in media management) 2011-2017

Director of the Master program in Marketing (Faculty of communication & Economics) 2004-2017;

Doctoral Consortium, IMP Annual Conferences 2011(Glasgow); 2012 (Rome); 2013(Atlanta); 2014 (Bordeaux); 2015 (Kolding); 2016 Poznan

Previously taught:

various courses at Bachelor, Master and Doctoral level at various academic institutions. In particular PhD courses: “Analyzing business networks” joint course of BI business school of Oslo, Copenhagen Business School, Helsinki Business School, Uppsala University and Chalmers Institute of Technology at Gothenburg; 2004, 2005, 2006, 2007. Principal of the PhD course Marketing & Market theory USI, 2004, 2005 and “Theory of Business Enterprise” at Uppsala University (1995- 2003).

Doctoral tutor/examiner:

Completed PhD theses:

Ana Javornik: *Customer Engagement*. USI, 2015
Morana Fudurić: *Social media strategy impact on marketing and financial performance*. USI 2014
Elena Salinetti: *New Business Formation in Business Networks*. USI, January 2013
Antonella la Rocca: *Interaction and Actors’ Identities in Business Relationships*: USI 2011
Yvonne Zorzi: *The relational perspective on museum context*. USI 2006
Cecilia Gilodi: *Il territorio-mercato a rete*. Università di Castellanza LIUC 2005
Anders Liljenberg: *Customer-gearred competition*. Stockholm School of Economics 2001
Hans Kjellberg: *Organising Distribution*. Stockholm School of Economics 2001
Marketa Sumpikova, *Behaviour of Business Enterprises under Institutionally Changed Conditions*, Prague University of Economics, 1999
Jonas Dahlqvist: *Knowledge Use in Business Exchange*. Uppsala University, 1998
Annalisa Tunisini: *The Dissolution of Channels and Hierarchies*, Uppsala University, 1997

PhD Examiner:

Sibylle Böttner: *Advertising Directed at Children – University of Bamberg, Germany 2018*
Tatiana Fumasoli: *Strategy as evolutionary path. Five higher education institutions on the move*. USI 2011;
Carl J. Hatteland: *Ports as Actors in Industrial Networks*. BI Norwegian Business School, Oslo, 2010;
Cristina Broch: *Organizational Identification. The role of social capital*. USI 2008;
Jeanne Mengis, *Integrating knowledge through communication : an analysis of expert-decision making interactions*. USI 2007;
Laura Illia: *Perceived Threats in Changing the Traits of Organizational Identity: A discussion of the difficulty in changing organizational identity*. USI 2006;
Helene Tjärnemo, *Eco-marketing and Eco-management*. Lund university, 2001;
Jaana Tähtinen, *Processes in Dissolution in Business Relationships*. University of Oulu, 2001;
Kajsa Hultèn, *Changing Distribution through Relationships*, Chalmers Tekniska Högskolan 1998.

Executive education teaching:

Siemens Executive MBA, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
Master MScom, USI, Marketing course 1999-2006;
Executive MBA at Stockholm school of Economics 1998/99;
MBA program at SDA-Bocconi in Milan, 1987 – 1992
Consulting and training projects in various in-company programs since 1980 (e.g. Nordea, Pirelli, Fiat, Scania, Ericsson, RRV, Radici Group)

Visiting professor:

Università di Venezia: Master in International Marketing 2009,
Università Cattolica di Milano, International Master New Markets 2008
Università di Venezia: PhD seminar Business Markets 2007
Università di Castellanza (Italy) 1999, 2000, 2001
Prague University of Economics (Czech Republic) 1994, 1995, 1996
Visiting Research fellow at University of Western Sydney, Australia (1995)

Guest Lectures: various academic institutions (e.g.): Rennes School of Business (2017, 2018); University of Venice (2011, 2015; 2016; 2017); Mid-Sweden university at Sundsvall (1995), University of Västerås (1996), Bocconi University in Milan (1995, 1996), University of Urbino (1997), Norwegian Technical University at Trondheim (1997), IFAP, Rome (1997), Chalmers Institute of Technology at Gothenburg (1998), Industrial Management Institute, Teheran (1999), Norwegian Business school (BI), Oslo (1999, 2000, 2001, 2002, 2014, 2015, 2016)

OTHER ACADEMIC CREDENTIALS

Participation in larger research projects:

- Making sense of the interactive business world. (With prof. Hakan Hakansson, BI Norwegian Business School) funded by Tore Browalds, Jan Wallanders and Tom Hedelius Research Foundation (2014-2016)
- Value Orientation of Sales People (with prof. Alex Haas, University of Graz, Austria): Funded by Swiss National Research Foundation (2010-2012)
- New Markets. Joint project BI Oslo, Uppsala University, Chalmers institute of Technology, 2002-2004 (reported in "Rethinking marketing" (2004)
- Co-ordinator in project "Making the Sale – constructivist approach to market process", grant from Bank of Sweden, Tercenary Foundation, 2000-2001
- Participant in project "Biotechnology in Sweden" joint project with Uppsala University and Chalmers Institute of Technology. Grant from Uppsala University 2001.
- Partner in Doctoral program "Science, Technology and Industrial development" – joint program with Chalmers Institute of Technology, Uppsala University and Royal Technical College of Stockholm 1996 - 2004.
- Founding member of IMP project and research group ("Industrial Marketing and Purchasing in Five European Countries"; first and second phase 1976-1982 and 1988-1992) – member of the steering committee of the on-going IMP conferences since 1984 (impgroup.org).

Editor-in-chief

- IMP Journal, Emerald publishing, 2015-2018
- IMP Forum in Journal of Business & Industrial Marketing, Emerald

On Editorial Board:

- Journal of Business & Industrial Marketing;
- Micro & Macro Marketing.

Reviewer:

- International Business Review,
- Industrial Marketing Management,
- IMP-Journal,
- Journal of Business and Industrial Marketing,
- Mercati e competitività (rivista SIMS),
- Micro & Macro Marketing,
- Scandinavian Journal of Management,
- Studies in Communication Sciences.

NON-ACADEMIC WORK APPOINTMENTS

- 1977-1982 Fiat holding Spa in Turin (Italy): Management position at Fiat-Isvor SpA (unit for organisational development); in charge of organisational development projects and internal and external management training programs for various companies within the Fiat group.
- 1982-1989 Gramma Consulting Srl in Milan (Italy): Senior consultant, within area marketing and business strategy development. Client projects, among others, in: Pirelli, Alitalia, Kraft, Indesit.

LIST OF PUBLICATIONS

Peer-reviewed international Journals

- Guercini S., La Rocca A. & Snehota I. (2022). Decisions when interacting in customer-supplier relationships. *Industrial Marketing Management*, 105, 308-37.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850122001572>
- La Rocca A. & Snehota I. (2021). Mobilizing suppliers when starting up a new business venture. *Industrial Marketing Management*, 93, 401-412. <https://www.sciencedirect.com/science/article/abs/pii/S0019850119310855>
- Baraldi E., La Rocca A., Perna A., & Snehota, I. (2020). Connecting IMP and Entrepreneurship Research: Directions for Further Research. *Industrial Marketing Management*, 91, 495-509.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850118307491>
- Gadde L-E. & Snehota I., (2019). What does it take to make the most of supplier relationships. *Industrial Marketing Management*. <https://www.sciencedirect.com/science/article/abs/pii/S0019850118308745>
- Waluszewski A., La Rocca A. & Snehota I. (2019) Manifesto for researching the interactive business world. *Journal of Business & Industrial Marketing*. Vol. 34 No. 1, pp. 232-239.
<https://www.emerald.com/insight/content/doi/10.1108/JBIM-11-2018-0325/full/html>
- La Rocca A., Perna A., & Snehota I. & Ciabuschi F. (2019). The role of supplier relationships in the development of new ventures. *Industrial Marketing Management*, 80, 149-159.
<https://www.sciencedirect.com/science/article/abs/pii/S001985011730915X>
- Snehota I., La Rocca A., & Waluszewski A. (2017). Editorial: Interaction in business relationships and its consequences. *The IMP Journal*, 11(3), 350-352. <https://www.emerald.com/insight/content/doi/10.1108/IMP-10-2017-077/full/pdf?title=editorial>
- La Rocca A., & Snehota I. (2017). Business models in business networks - how do they emerge? *The IMP Journal*, 11(3), 398-416. <https://www.emerald.com/insight/content/doi/10.1108/IMP-07-2017-0039/full/html>
- La Rocca A., Moscatelli P., Perna A., & Snehota I. (2016). Customer involvement in new product development in B2B: the role of sales. *Industrial Marketing Management*. Vol. 58, 45-57.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850116300888>
- La Rocca A., Caruana A. & Snehota I., (2016). Learner satisfaction in marketing simulation games: antecedents and Influencers. *Journal of Marketing Education*, 38(2), 107-118.
<https://journals.sagepub.com/doi/10.1177/0273475316652442>
- La Rocca A., & Snehota I. (2016). Corporate associations in B2B: coping with multiple relationship specific identities. *The IMP Journal*, 10(1), 172-188. <https://www.emerald.com/insight/content/doi/10.1108/IMP-06-2015-0031/full/html>
- Guercini S., La Rocca A., Runfola A., & Snehota I. (2015). Heuristics in customer-supplier interaction. *Industrial Marketing Management*, 44, 26-37.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850115000875>
- La Rocca A., Snehota I., Trabattoni. C. (2015). Construction of meaning in business relationships and networks. *IMP Journal*, 9(2), 163-176. <https://www.emerald.com/insight/content/doi/10.1108/IMP-05-2015-0017/full/html>
- La Rocca A. & Snehota I. (2014). Value creation and organisational practices at firm boundaries. *Management Decision*, 52(1), 2-17. <https://www.emerald.com/insight/content/doi/10.1108/MD-04-2013-0229/full/html>
- Snehota I. (2014). Interdependences in Business Markets - Implications for Management Practice and Research. *Journal of Business Marketing Management*. 7(1): 280-283. <https://www.econstor.eu/handle/10419/96100>
- La Rocca A. & Snehota I. (2014). Relating in business networks: Innovation in practice. *Industrial Marketing Management*, 43 (4), 441-447. <https://www.sciencedirect.com/science/article/abs/pii/S0019850113002320>
- Guercini, S., La Rocca, A., Runfola, A., & Snehota, I. (2014). Interaction behaviors in business relationships and heuristics: issues for management and research agenda. *Industrial Marketing Management*, 43(6), 929-937.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850114000789>
- La Rocca A., Mandelli A. & Snehota I., (2014) Netnography approach as a tool for marketing research: The case of Dash-P&G/TTV. *Management Decision*. 52(4), 689-704.
<https://www.emerald.com/insight/content/doi/10.1108/MD-03-2012-0233/full/html>
- La Rocca A., Ford D. & Snehota I. (2013). Initial relationship development in new business ventures. *Industrial Marketing Management*, 42(7), 1025-1032.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850113001302>

- Gatti L., Caruana A., & Snehota I. (2012). The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management. *Journal of Brand Management*. 20, 65-76 (October) | doi:10.1057/bm.2012.2.
<https://link.springer.com/article/10.1057/bm.2012.2>
- La Rocca A., Caruana A. & Snehota I., (2012) Measuring Customer Attractiveness. *Industrial Marketing Management* 41 (8), 1241-1248.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850112001794>
- Corsaro D. & Snehota I. (2012) Perceptions of Change in Business Relationships and Networks. *Industrial Marketing Management*, 41 (2), 270-286.
<https://www.sciencedirect.com/science/article/abs/pii/S001985011200003X>
- Bernardi C., Boffi M. & Snehota I. (2012). Living the innovation space without pre-existing relationships. *IMP Journal*, Vol 6 (1), pp 69-84. www.impgroup.org
- Haas, A., Snehota, I., & Corsaro, D., (2012). Creating Value in Business Relationships: The role of sales. *Industrial Marketing Management*. 41, (1), 94 – 105.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850111002227>
- Ciabuschi F., Perna A., & Snehota I., (2011) Assembling Resources When Forming a New Business. *Journal of Business Research*, 65 (2), 220-229. doi:10.1016/j.jbusres.2011.11.029.
<https://www.sciencedirect.com/science/article/abs/pii/S0148296311001780>
- La Rocca A., & Snehota I., (2011). Knowledge in use when actors interact in business relationships. *IMP Journal*, Vol 5. (2), pp.79-93. www.impgroup.org
- Cantu C., Corsaro D., & Snehota I., (2011) Roles of Actors in combining Resources into Complex Solutions. *Journal of Business Research*, 65 (2), 139-150. Doi:10.1016/j.jbusres.2011.11.013.
<https://www.sciencedirect.com/science/article/abs/pii/S0148296311001640>
- Corsaro D. & Snehota I: (2011). Alignment and Misalignment in Business Relationships, *Industrial Marketing Management*, 40 (6), 1042-1054.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850111000976#:~:text=Drawing%20from%20the%20literature%20on,solutions%20match%20with%20each%20other.>
- Snehota I., (2011). New Business Formation in Business Networks, *IMP Journal*, Vol 5. (1), pp 1-9.
www.impgroup.org
- Bernardi C., Boffi M. & Snehota I., (2011). The Story of Nemerix, *IMP Journal*, Vol 5. (1), pp 59-67.
www.impgroup.org
- Corsaro C., & Snehota I., (2010) Searching for relationship value in business markets: Are we missing something? *Industrial Marketing Management*, 39 (6), 986-995.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850110001008>
- Ford D., Hakansson H., Gadde L-E, Snehota I., & Waluszewski A., (2009), Analysing Business Interaction, *The IMP Journal*, vol 4. (1), pp 86-103. www.impgroup.org
- Hakansson H. & Snehota I. (2006): “No Business is an Island - 17 years later”, *Scandinavian Journal of Management*, Vol.22, pp 271-274.
<https://www.sciencedirect.com/science/article/abs/pii/S0956522106000595>
- Bocconcelli R., Snehota I. & Tunisini A. (2006): “Network Relationships and Corporate Acquisition Outcomes”. *IMP-Journal*, Vol. 1, No. 2, pp. 4-28. www.impgroup.org
- Araujo L., Gadde L-E., Snehota I. & Tunisini A. (2003): “Purchasing and Strategy” *Journal of Customer Behaviour*. Vol. 2, No. 3, pp 291-304
- Snehota I. & Tunisini A. (2003): “The Supply Side and Strategic Positioning”, *Journal of Customer Behaviour*. Vol. 2, No. 3, pp 329-346.
<https://www.ingentaconnect.com/contentone/westburn/jcb/2003/00000002/00000003/art00003?crawler=true>
- Gadde L-E. & Snehota I. (2000): “Making the Most of Supplier Relationships”. *Industrial Marketing Management*. Vol. 29, n. 4 (July), pp 305-316.
<https://www.sciencedirect.com/science/article/abs/pii/S0019850100001097>
- Fiocca R. & Snehota I. (1994): "Customer Focus and Management of Buyer-Seller Relationships", *Quaderni di Formazione*, No. 78, Dec., Milano: Pirelli, pp 27-38
- Snehota I. & Tunisini A. (1993): "Il marketing relazionale: un paradigma diverso?" (in Italian: Relationship marketing is it a different paradigm?) *Economia & Politica Industriale*, No. 80, 1993, pp. 237-250.
<https://www.francoangeli.it/riviste/SchedaRivista.aspx?IDArticolo=2627&Tipo=Articolo&idRivista=13>

- Håkansson H. & Snehota I. (1989): “No Business is an Island”, *Scandinavian Journal of Management*, Vol.4, No. 3/89, pp 187-200. <https://www.sciencedirect.com/science/article/abs/pii/0956522189900262>
- Snehota I. (1988): “La gestione del rapporto con i grandi clienti”, (in Italian: Managing relationships to large customers) *Economia e Management*, Vol.3, luglio, pp 64-70
- Fiocca R. & Snehota I. (1986): “Marketing ed Alta Tecnologia”. (in Italian: Marketing and Hi-Tech) *Sviluppo & Organizzazione*, No. 98, Nov.-Dec., pp 75-81

Reviews

- Snehota I., (2010). “In Search of a New Logic for Marketing – Foundations of contemporary Theory” by Christian Groenroos, *Journal of Business-to-Business Marketing*. Vol 17, pp.1-9. <https://www.tandfonline.com/doi/abs/10.1080/10517120903566744>
- Snehota I. & Tunisini A. (2007): “Commentary on Business-to-Business Marketing Textbooks: A Comparative Review”, *Journal of Business-to-Business Marketing*. Vol 14, n.4, pp 93-97. https://www.tandfonline.com/doi/abs/10.1300/J033v14n04_07
- Snehota I. (2006): Marketing dell’innovazione. *Micro & Macro Marketing*, il Mulino, Vol. xv, n.3, pp. 331-334

Monographs

- Håkansson H. & Snehota I. (eds.) 2017: *No Business is an Island – Making sense of the interactive business landscape*. Emerald Publishing. <https://books.emeraldinsight.com/resources/pdfs/chapters/9781787145504-TYPE23-NR1.pdf>
- Ford D., Gadde L-E., Håkansson H. & Snehota I., (2011): *Managing Business Relationships*. (3rd ed.) Chichester: John Wiley & Sons. <https://www.wiley.com/en-us/Managing+Business+Relationships,+3rd+Edition-p-9780470721094>
- Håkansson H., Ford D., Gadde L-E, Snehota I., Waluszewski A., (2009): *Business in Networks*, Chichester: John Wiley & Sons. <https://www.wiley.com/en-us/Business+in+Networks-p-9780470749630>
- Fiocca R., Snehota I. & Tunisini A., (2008): *Marketing Business-to-Business*. Milano: McGraw-Hill
- Ford D., Gadde L-E., Håkansson H., and Snehota I., (2006): *The Business Marketing Course – Managing in Complex Networks*. (2nd ed), Chichester: John Wiley & Sons. <https://www.wiley.com/en-us/The+Business+Marketing+Course:+Managing+in+Complex+Networks,+2nd+Edition-p-9780470034507>
- Ford D., Berthon P., Brown S., Gadde L-E., Håkansson H., Naude P., Ritter T. and Snehota I., (2002): *The Business Marketing Course – Managing in Complex Networks*. Chichester: J. Wiley & Sons
- Ford D., Gadde L-E., Håkansson H., Lundgren A, Snehota I., Turnbull P., and Wilson D., (1998): *Managing Business Relationships*. New York: Wiley
- Håkansson H. & Snehota I., eds, (1995): *Developing Relationships in Business Networks*. London: Routledge. <https://www.impgroup.org/uploads/books/0-415-11570-1.pdf>
- Snehota I. (1990): *Notes on a Theory of Business Enterprise*. (doctoral thesis), Uppsala University, Department of Business Studies.
- Håkansson H. & Snehota I. (1976): *Markandsplanering - ett sätt att skapa nya problem*. (in Swedish: Market planning a way to create new problems) Lund: Studentlitteratur

Book contributions

- Håkansson H. & Snehota I. (2019) Interactivity and International business. In pp. 295-306 in Parvatiyar, A. and Sisodia, R. *The Handbook of Marketing in an Era of Disruptions – Essays in Honour of Jagdish Sheth*. Sage Publishing. <https://us.sagepub.com/en-us/nam/handbook-of-advances-in-marketing-in-an-era-of-disruptions/book266728>
- Waluszewski A., Håkansson H. & Snehota I. (2017). Researching the Interactive Business World, Interplay of Research Object, Methodology and Theory. (pp. 195 – 212), in H. Håkansson and I. Snehota (eds), *No Business is an Island: Making Sense of the Interactive Business World*. Emerald Publishing. <https://www.emerald.com/insight/content/doi/10.1108/978-1-78714-549-820171011/full/html?skipTracking=true>

- Håkansson H. & Snehota I (2017) The Significance of Business Relationships (pp. 1-26), in H. Håkansson and I. Snehota (eds), *No Business is an Island: Making Sense of the Interactive Business World*. Emerald Publishing. <https://www.emerald.com/insight/content/doi/10.1108/978-1-78714-549-820171001/full/html>
- Ford D., Mattsson L-G. & Snehota I. (2017) Management in the Interactive Business World. (pp. 27–46), in H. Håkansson and I. Snehota (eds), *No Business is an Island: Making Sense of the Interactive Business World*. Emerald Publishing. <https://www.emerald.com/insight/content/doi/10.1108/978-1-78714-549-820171002/full/html>
- Håkansson H. & Snehota I (2017) Interactivity in Business Networks (pp. 275-287), in H. Håkansson and I. Snehota (eds), *No Business is an Island: Making Sense of the Interactive Business World*. Emerald Publishing. <https://www.emerald.com/insight/content/doi/10.1108/978-1-78714-549-820171015/full/html?skipTracking=true>
- La Rocca, A., Snehota, I, & Harrison, D. (2017). Starting-up: relating to a context in motion. In L. Aaboen et al. (eds). *Starting-up in business networks. Why relationships matter in entrepreneurship?* Palgrave. https://link.springer.com/chapter/10.1057/978-1-137-52719-6_4
- La Rocca A. & Snehota I. (2014). Value in strategic account management. In D. Woodburn and K. Wilson (Eds.) *Handbook of strategic account management*. Wiley. <https://www.wiley.com/en-ie/Handbook+of+Strategic+Account+Management:+A+Comprehensive+Resource-p-9781118509043>
- Fiocca R., Montagnini F., Corsaro D., & Snehota I. (2007): Confini dell'impresa. In Fiocca R. (ed.): *Ripensare l'impresa*. Milano: Egea. pp. 36-46
- Snehota I. (2004): "Perspectives and theories of market". In Håkansson H., Harrison D. and Waluszewski A. (eds.): *Rethinking Marketing – Developing a new understanding of markets*. Chichester: John Wiley & Sons. <https://www.wiley.com/en-ie/Rethinking+Marketing:+Developing+a+New+Understanding+of+Markets-p-9780470021477>
- Håkansson H. and Snehota I., (2002): "Marketing in Business Markets". In Wensley R. and Weitz B. *Handbook of Marketing*. San Diego: Sage, pp 513-526. https://sk.sagepub.com/reference/hdbk_marketing/n21.xml
- Håkansson H. and Snehota I., (2000): "The IMP Perspective – Asset and Liability of Business Relationships". In Sheth J. B. & Parvaktiar A.: *Handbook of Relationship Marketing*, San Diego: Sage, pp 69-94. <https://sk.sagepub.com/reference/handbook-of-relationship-marketing/n3.xml>
- Håkansson H. & Snehota I. (1998): "The Burden of Relationships". In: Naude P. & Turnbull P. (eds.) (1998): *Network Dynamics in International Marketing*. Pergamon Press, pp. 16-25. <https://books.emeraldinsight.com/page/detail/network-dynamics-in-international-marketing/?k=9780080433585>
- Lundgren A. & Snehota I (1998): "Ekonomisk organisation som nätverk". (in Swedish – Economic Organization as Network. In Czarniawska B. (ed.): *Organisationsteori på svenska*. Lund: Liber Ekonomi, pp 9-21.
- Snehota I. (1993): "Market as Network and the Nature of the Market Process", in Sharma D. & Cavusgil T.S. (eds.): *Advances in Marketing*, Vol.5, Greenwich: JAI Press Inc., pp 31-41
- Dubois A., Gadde L-E & Snehota I. (1999): *Leverantörpartnership – hva betyr det egentlig?* (in norwegian – Partnerships with suppliers - What does it mean). *Logistik og innkjøp*. n. 2/99, pp 10-13
- Fiocca R. & Snehota I. (1989): "High Technology and Management of the Market Differential", in Hallen L. & Johanson J. (eds), *Networks of Relationships in International Industrial Marketing*. Greenwich, Conn.: JAI Press Inc., pp 199-209
- Snehota I. (1982): *Electra case*, in Håkansson H. (ed.): *International Marketing and Purchasing of Industrial Goods - An Interaction Approach*. New York: Wiley, pp 196-209. <https://www.impgroup.org/uploads/books/InternationalMarketing.pdf>
- Snehota I. (1982): *Siderex case*, in Håkansson H. (ed.): *International Marketing and Purchasing of Industrial Goods - An Interaction Approach*. New York: Wiley, pp 62-73. <https://www.impgroup.org/uploads/books/InternationalMarketing.pdf>
- Hallen L. & Snehota I. (1978): "Företagets internationella inköp". (in Swedish: Companies purchasing from abroad) in Håkansson H. & Melin L. (eds.): *Inköp*. Lund: P.A Norstedt & Söner