Articles in Peer-Reviewed Journals

1. Krieger, C., Janz, F., Jordanow, S., & Heidenreich, S. (forthcoming). Twin Transformation in New Product Development: Process Improvements, Efficacy Mechanisms, and Innovation Success. Business Strategy and the Environment. (VHB NAMA=B / IF=13.2)

2. Stutz, L., Janz, F., Jordanow, S., & Heidenreich, S. (2026). Transforming business models for a better future: investigating effects of sustainable business model archetypes on consumer adoption behavior. Corporate Social Responsibility and Environmental Management, 33(3), 4036-4054. (VHB NAMA=B / IF=9.1)

3. Paulus, M., Jordanow, S., Heidenreich, S., & Janz, F. (2025). Measuring lead userness: Development and validation of a hierarchical scale. Creativity and Innovation Management, 34(4), 944-962. (VHB TIE=B / IF=4.2)

4. Janz, F., Jordanow, S., Heidenreich, S., & Schäfer S. (2025): Shades of Green Deception - An Empirical Examination of the Consequences of Greenwashing in Innovations. Creativity and innovation management, 34(2), 312-332. (VHB TIE=B / IF=4.2)

Peer-Reviewed Conference Contributions

1. Krieger, C., Janz, F., Jordanow, S. & Heidenreich, S. (2026): Twin Transformation in New Product Development: Process Improvements, Efficacy Mechanisms, and Innovation Success, 33rd Innovation and Product Development Management Conference (IPDMC), Online, June 2026.

2. Janz, F., Jordanow, S. & Heidenreich, S. (2026): Slowing or Closing the Loop? How Circular Business Model Logics Shape Consumer Attitudes, 33rd Innovation and Product Development Management Conference (IPDMC), Online, June 2026.

3. Janz, F., Jordanow, S. & Heidenreich, S. (2026): From Consumption to Circulation: Multi-Study Evidence on Consumer Responses to Circular Product Design, 2026 AMA Winter Academic Conference, Madrid, Spain, February 2026.

4. Janz, F., Jordanow, S. & Heidenreich, S. (2025): Waste No Opportuntity – The Impact of Circular Product Design on Consumer Acceptance, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.

5. Stutz, L., Janz, F., Jordanow, S. & Heidenreich, S. (2025): Transforming Business Models for a Better Future: Investigating Effects of Sustainable Business Model Archetypes on Consumer Adoption Behavior, 25th European Acad emy of Management Conference (EURAM), Florence, Italy, June 2025.

6. Janz, F., Jordanow, S. & Heidenreich, S. (2025): Circular by Design: How Circular Product Design Strategies affect New Product Evaluation, 32nd International Product Development Management Conference (IPDMC), Porto, Portugal, June 2025.

7. Stutz, L., Janz, F., Jordanow, S. & Heidenreich, S. (2025): Business Model Innovation for a better Tomorrow: Investigating Effects of Sustainable Business Model Archetypes on Consumer Adoption Behavior, 32nd International Product Development Management Conference (IPDMC), Porto, Portugal, June 2025.

Peer-Reviewed Conference Contributions *(continued)*

8. Janz, F., Jordanow, S. & Heidenreich, S. (2024): From Linear to Circular – How Circular Product Design Strategies affect Consumer Adoption, EMAC Regional Conference, Lisbon, Portugal, September 2024.

9. Janz, F., Jordanow, S. & Heidenreich, S. (2024): Closing the Loop - Exploring Consumer Adoption of Circular Product Design Strategies, 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.

10. Janz F., Jordanow, S., Heidenreich, S., & Schäfer S. (2023): The dark side of sustainable innovation - When and how greenwashing of new products backfires, 30th International Product Development Management Conference (IPDMC), Lecco, Italy, June 2023.