

## Beiträge in referierten Zeitschriften

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*VHB Jourqual 3/ Impact factor (JCR® by Clarivate Analytics, 2023)*

1. Heidenreich, S., Jordanow, S., Krämer, T. & Obschonka, M. (forthcoming): Together forever? How customer co-creation affects the adoption of digital service innovations over time. *Journal of Product Innovation Management*. (VHB=A/ IF=10.5)
2. Heidenreich, S., Millemann, J. A., & Jordanow, S. (2022). Better Late Than Never! Investigating Determinants Of And Differences Between Temporary And Continuous Innovation Rejections. *International Journal of Innovation Management*, 26(04), 2250034. (VHB=B/IF=2.1)
3. Paulus, M., Jordanow, S., Millemann, J. (2022): Adoption factors of digital services - A systematic literature review. *Service Science*. (VHB=C/ IF=2.3)

## Beiträge auf Konferenzen mit Begutachtungsprozess

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1. Jordanow, S. (2024): If you want help, you better be green! Investigating the effects of companies' sustainability on customer co-creation, 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.
2. 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.
3. Banowitz, E., Heidenreich, S., Jordanow, S., Gleich, R. & Hamacher, K. (2024): Unveiling the Impact of Digital Transformation in NPD: An Empirical Exploration of Performance Effects and the Moderating Role of Management Commitment, 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.
4. Heidenreich, S., Jordanow, S., Kraemer, T. & Obschonka, M. (2024): When time flies – Unraveling the temporal effects of passive and active innovation resistance on new service and product adoption, 18th International Research Conference in Service Management, Porquerolles, France, May 2024.
5. Jordanow, S., & Heidenreich, S. (2023): Will the right customer please stand up - Investigating the effectiveness of different customer types for co-creation in new product development, 30th International Product Development Management Conference (IPDMC), Lecco, Italy, June 2023.
6. Janz F., Jordanow, S., Heidenreich, S., & Schäfer, J. (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.
7. Paulus, M., Jordanow, S., & Heidenreich, S. (2023): The whole thing is more than the sum of its parts - Development and empirical validation of a comprehensive measurement inventory for lead user identification, 30th International Product Development Management Conference (IPDMC), Lecco, Italy, June 2023.

## Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

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8. Banowitz, E., Heidenreich, S., Jordanow, S., & Küntzler, A. (2023): Ambidexterity as a digital success factor: Investigating effects of ambidextrous IT capabilities on new product development success, 30th International Product Development Management Conference (IPDMC), Lecco, Italy, June 2023.
9. Jordanow, S., & Heidenreich, S. (2023): Variation makes the difference: Investigating the effectiveness of different customer types for co-creation in new product development, EMAC 2023, Odense, Denmark, May 2023.
10. Gospodinova, N., Jordanow, S., Schnellbaecher, B., Heidenreich, S., & Brettar, N. (2022): Fit for Something New - An Examination of Regulatory Fit as Driver of Consumer Adoption Behavior, The 82nd Annual Meeting of the Academy of Management (AoM), Seattle, USA, August 2022.
11. Killmer, J. F., Heidenreich, S., & Jordanow, S. (2022): If not now, then when? Investigating the effectiveness of countermeasures to mitigate consumer leapfrogging behavior, 29th International Product Development Management Conference (IPDMC), Hamburg, Germany, July 2022.
12. Jordanow, S., Heidenreich, S., Kraemer, T., & Obschonka, M. (2022): As long as you want me - when and how co-creation fosters continuous usage of digital services, 17th International Research Conference in Service Management, Porquerolles, France, June 2022.
13. Gospodinova, N., Jordanow, S., & Heidenreich, S. (2022): How does it fit? Investigating effects of regulatory fit on innovation adoption behavior, EMAC 2022, Budapest, Hungary, May 2022.
14. Jordanow, S., Heidenreich, S., Kraemer, T., & Obschonka, M. (2022): A long road ahead - Investigating the role of co-creation for continuous usage of digital service innovations, JPIM Research Forum, Baltimore, United States (digital), January 2022.
15. Jordanow, S., Gospodinova, N. & Heidenreich, S. (2021): Fit to perfection? How regulatory fit affects consumer adoption behavior, 28th International Product Development Management Conference (IPDMC), Milan, Italy (digital), June 2021.
16. Jordanow, S., Heidenreich, S., Kraemer, T. & Obschonka, M. (2021): Together forever? How cocreation influences usage of digital service innovations over time, 28th International Product Development Management Conference (IPDMC), Milan, Italy (digital), June 2021.
17. Stockkamp, C., Millemann, J., & Jordanow, S. (2019): A decade of interdisciplinary research in numbers: a bibliometric analysis of the Journal of Neuroscience, Psychology, and Economics (JNPE), 2019 NeuroPsychoEconomics Conference, Rom, Italy, June 2019.
18. Millemann, J., Jordanow, S., & Schnellbaecher, B. (2017): Is it all about the Fit? Insights into the Relationship between Regulatory Fit and Innovation Rejection, 12th European Conference on Innovation and Entrepreneurship (ECIE), Paris, France, September 2017.
19. Jordanow, S., Millemann, J., & Maritz, A. (2017): Investigating the Relationship between Regulatory Fit and Innovation Rejection, International Conference of Organizational Innovation (ICOI), Weihai, China, July 2017.

## **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

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20. Millemann, J., Jordanow, S., & Schnellbaecher, B. (2017): Fit to Fight Innovation Rejection? Investigating the Relationship between Regulatory Fit and Innovation Rejection, Global Innovation and Knowledge Academy Conference (GIKA), Lisbon, Portugal, June 2017.

## **Herausgeberschaften und Beiträge in Sammelwerken**

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1. Emrich, E., Gassmann, F., Rampeltshammer, L., Münter, M. T., Koch, M., Nguyen, Q. N., Betzold, R., Jordanow, S. (2021): *Unternehmensgründungen im Umfeld saarländischer Hochschulen. Empirische Ergebnisse und regionalökonomische Effekte*, (1. Aufl.), universaar.

Darin:

- Betzold, R., Emrich, E., Gassmann, F., Heidenreich, S., Jordanow, S., Koch, M., Münter, M. T. & Nguyen, Q. N. (2020): Einleitung – Studie zum Stand und zur Entwicklung sowie zu den regionalökonomischen Effekten von Existenzgründungen an saarländischen Hochschulen.
- Betzold, R. & Jordanow, S. (2020): Förderlandschaft und Gründungsunterstützung durch die Hochschule für Technik und Wirtschaft und die Universität des Saarlandes.
  
- Jordanow, S. & Betzold, R. (2020): Erfolgsfaktoren bei Existenzgründungen an den saarländischen Hochschulen.
- Betzold, R. & Jordanow, S. (2020): Barrieren bei der Existenzgründung im Umfeld saarländischer Hochschulen.
- Betzold, R., Emrich, E., Gassmann, F., Heidenreich, S., Jordanow, S., Koch, M., Münter, M. T. & Nguyen, Q. N. (2020): Zusammenfassung.