

Beiträge in referierten Zeitschriften

1. 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=B/WR=0.25/IF=3.7)

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Janz, F., Jordanow, S. & Heidenreich, S. (2025): Waste No Opportunity – The Impact of Circular Product Design on Consumer Acceptance, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
2. 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.
3. 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.
4. 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.
5. 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.