

Beiträge in referierten Zeitschriften

VHB Rating 2024 für Publikationsmedien (TIE=Teilrating Technologie, Innovation und Entrepreneurship, NAMA = Teilrating Nachhaltigkeitsmanagement, DLM = Teilrating Dienstleistungsmanagement) / Impact factor (JCR® by Clarivate Analytics, 2024)

1. Meier, H., Heidenreich, S., Jordanow, S., & Kraemer, T. (2026). From Spark to Launch – An Empirical Study of How AI Shapes Organizational Innovation Capability Across New Product Development Stages. *Industrial Marketing Management*. 134, 246-262
(VHB TIE=B / IF=7.5)
2. Jordanow, S. (2026). If you want help, you'd better be green! Investigating the effects of sustainability perceptions on customer co-creation in new product development. *Journal of Product Innovation Management*, (online first).
<https://doi.org/10.1111/jpim.70019>
(VHB TIE=A / IF=8.0)
3. Heidenreich, S., Denzer, E., & Jordanow, S. (2026). Explore or exploit? How explorative and exploitative IT capabilities affect new product development process performance. *Technological Forecasting & Social Change*, 225, 124517.
(VHB TIE=B / IF=13.3)
4. 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. *Corporate Social Responsibility and Environmental Management*, (online first).
<https://doi.org/10.1002/csr>.
(VHB NAMA=B / IF=9.1)
5. Paulus, M., Jordanow, S., Heidenreich, S., & Janz, F. (2025). Measuring lead user-ness: Development and validation of a hierarchical scale. *Creativity and Innovation Management*, 34(4), 944-962.
(VHB TIE=B / IF=4.2)
6. Janz, F., Jordanow, S., Heidenreich, S., & Schäfer, J. (2024). Shades of green deception—An empirical examination into the consequences of greenwashing of innovations. *Creativity and Innovation Management*, 34(2), 312-332.
(VHB TIE=B / IF=4.2)
7. Heidenreich, S., Jordanow, S., Kraemer, T., & Obschonka, M. (2024). Together forever? How cocreation influences usage of digital service innovations over time. *Journal of Product Innovation Management*, 41(5), 1062-1090.
(VHB TIE=A / IF=8.0)
8. 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 TIE=B / IF=1.2)
9. Paulus, M., Jordanow, S., & Millemann, J. A. (2022). Adoption factors of digital services - A systematic literature review. *Service Science*, 14(4), 273-352.
(VHB DLM=B / IF=1.3)

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Janz, F., Jordanow, S., & Heidenreich, S. (akzeptiert). From consumption to circulation: Multi-study evidence on consumer responses to circular product design. *AMA Winter Academic Conference 2026*, Madrid, Spanien.
2. Jordanow, S., & Heidenreich, S. (2025, Juni). Beyond lead users: Investigating the impact of different consumer types on co-creation in new product development. *25th European Academy of Management Conference (EURAM)*, Florenz, Italien.
3. Heidenreich, S., Jordanow, S., Kraemer, T., & Obschonka, M. (2025, Juni). From first doubts to lasting loyalty: A longitudinal study of the effects of passive and active innovation resistance on innovation adoption. *25th European Academy of Management Conference (EURAM)*, Florenz, Italien.
4. Janz, F., Jordanow, S., & Heidenreich, S. (2025, Juni). Waste no opportunity – The impact of circular product design on consumer acceptance. *25th European Academy of Management Conference (EURAM)*, Florenz, Italien.
5. Stutz, L., Janz, F., Jordanow, S., & Heidenreich, S. (2025, Juni). Transforming business models for a better future: Investigating effects of sustainable business model archetypes on consumer adoption behavior. *25th European Academy of Management Conference (EURAM)*, Florenz, Italien.
6. Meier, H., Jordanow, S., & Heidenreich, S. (2025, Juni): Help from the other side – How AI assistance in new product development affects innovation success. *25th European Academy of Management Conference (EURAM)*, Florenz, Italien.
7. Stutz, L., Janz, F., Jordanow, S., & Heidenreich, S. (2025, Juni). 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.
8. Janz, F., Jordanow, S., & Heidenreich, S. (2025, Juni). Circular by design: How circular product design strategies affect new product evaluation. *32nd International Product Development Management Conference (IPDMC)*, Porto, Portugal.
9. Meier, H., Heidenreich, S., & Jordanow, S. (2025, Juni). The power of alignment: How product and brand regulatory focus alignment affects innovation adoption behavior. *32nd International Product Development Management Conference (IPDMC)*, Porto, Portugal.
10. Heidenreich, S., Kraemer, T., Jordanow, S., & Obschonka, M. (2025, Juni). The resistance journey: Unraveling the longitudinal effects of passive and active innovation resistance on new product and service adoption. *32nd International Product Development Management Conference (IPDMC)*, Porto, Portugal.
11. Jordanow, S. (2024, September). The sustainable connection? Examining the effects of companies' sustainability on customers' co-creation intention. *EMAC Regional Conference*, Lissabon, Portugal.
12. Janz, F., Jordanow, S., & Heidenreich, S. (2024, September). From linear to circular – How circular product design strategies affect consumer adoption. *EMAC Regional Conference*, Lissabon, Portugal.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

13. Jordanow, S. (2024, Juni). 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, Irland.
14. Janz, F., Jordanow, S., & Heidenreich, S. (2024, Juni). Closing the loop – Exploring consumer adoption of circular product design strategies. 31st International Product Development Management Conference (IPDMC), Dublin, Irland.
15. Banowitz, E., Heidenreich, S., Jordanow, S., Gleich, R., & Hamacher, K. (2024, Juni). 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, Irland.
16. Heidenreich, S., Jordanow, S., Kraemer, T., & Obschonka, M. (2024, Mai). 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, Frankreich.
17. Jordanow, S., & Heidenreich, S. (2023, Juni). 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, Italien.
18. Janz, F., Jordanow, S., Heidenreich, S., & Schäfer, J. (2023, Juni). The dark side of sustainable innovation – When and how greenwashing of new products backfires. *30th International Product Development Management Conference (IPDMC)*, Lecco, Italien.
19. Paulus, M., Jordanow, S., & Heidenreich, S. (2023, Juni). 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, Italien.
20. Banowitz, E., Heidenreich, S., Jordanow, S., & Küntzler, A. (2023, Juni). 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, Italien.
21. Jordanow, S., & Heidenreich, S. (2023, Mai). Variation makes the difference: Investigating the effectiveness of different customer types for co-creation in new product development. *EMAC 2023*, Odense, Dänemark.
22. Gospodinova, N., Jordanow, S., Schnellbaecher, B., Heidenreich, S., & Brettar, N. (2022, August). Fit for something new – An examination of regulatory fit as driver of consumer adoption behavior. *82nd Annual Meeting of the Academy of Management (AOM)*, Seattle, USA.
23. Killmer, J. F., Heidenreich, S., & Jordanow, S. (2022, Juli). If not now, then when? Investigating the effectiveness of countermeasures to mitigate consumer leapfrogging behavior. *29th International Product Development Management Conference (IPDMC)*, Hamburg, Deutschland.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

24. Jordanow, S., Heidenreich, S., Kraemer, T., & Obschonka, M. (2022, Juni). 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, Frankreich.
25. Gospodinova, N., Jordanow, S., & Heidenreich, S. (2022, Mai). How does it fit? Investigating effects of regulatory fit on innovation adoption behavior. EMAC 2022, Budapest, Ungarn
26. Jordanow, S., Heidenreich, S., Kraemer, T., & Obschonka, M. (2022, Januar). A long road ahead – Investigating the role of co-creation for continuous usage of digital service innovations. *JPIM Research Forum*, Baltimore, USA (digital).
27. Jordanow, S., Gospodinova, N., & Heidenreich, S. (2021, Juni). Fit to perfection? How regulatory fit affects consumer adoption behavior. *28th International Product Development Management Conference (IPDMC)*, Mailand, Italien (digital).
28. Jordanow, S., Heidenreich, S., Kraemer, T., & Obschonka, M. (2021, Juni). Together forever? How cocreation influences usage of digital service innovations over time. *28th International Product Development Management Conference (IPDMC)*, Mailand, Italien (digital).
29. Stockkamp, C., Millemann, J., & Jordanow, S. (2019, Juni). A decade of interdisciplinary research in numbers: A bibliometric analysis of the Journal of Neuroscience, Psychology, and Economics (JNPE). *2019 NeuroPsychoEconomics Conference*, Rom, Italien.
30. Millemann, J., Jordanow, S., & Schnellbaecher, B. (2017, September). 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, Frankreich.
31. Jordanow, S., Millemann, J., & Maritz, A. (2017, Juli). Investigating the relationship between regulatory fit and innovation rejection. *International Conference of Organizational Innovation (ICOI)*, Weihai, China.
32. Millemann, J., Jordanow, S., & Schnellbaecher, B. (2017, Juni). Fit to fight innovation rejection? Investigating the relationship between regulatory fit and innovation rejection. *Global Innovation and Knowledge Academy Conference (GIKA)*, Lissabon, Portugal.

Herausgeberschaften und Beiträge in Sammelwerken

1. Emrich, E., Gassmann, F., Rampeltshammer, L., Münter, M. T., Koch, M., Nguyen, Q. N., Betzold, R., & Jordanow, S. (2020). *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.