

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. Jordanow, S., Gospodinova, N., Heidenreich, S. & Schnellbacher, B. (forthcoming): Fit to Perfection? How Regulatory Fit Affects Consumer Adoption of Innovations. *Journal of Consumer Behaviour*. (VHB DLM=B / IF=5.2)
2. 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)
3. 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*, 43(3), 400-427. (VHB TIE=A / IF=8.0)
4. 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)
5. 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)
6. 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)
7. 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)
8. 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)
9. 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)
10. 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. Heidenreich, S., Betzold, R., Kraemer, T., & Jordanow, S. (2026, Juni). Forced to use, ready to refuse? Investigating consumer responses to forced adoption of technology-based service innovations. *19th International Research Conference in Service Management*, Porquerolles, Frankreich.
2. Janz, F., Jordanow, S., & Heidenreich, S. (2026, Juni). Slowing or closing the loop? How circular business model logis shape consumers attitudes. *33rd International Product Development Management Conference (IPDMC)*, Online.
3. Krieger, C., Janz, F., Jordanow, S. & Heidenreich, S. (2026, Juni). Twin transformation in new product development: Process improvements, efficacy mechanisms, and innovation success. *33rd International Product Development Management Conference (IPDMC)*, Online.
4. Meier, H., Heidenreich, S. & Jordanow, S. (2026, Juni): Digitize Me – How to Succesfully Digitize and Transform Analogue Products, *33rd International Product Development Management Conference (IPDMC)*, Online.
5. Janz, F., Jordanow, S., & Heidenreich, S. (2026, Februar). From consumption to circulation: Multi-study evidence on consumer responses to circular product design. *AMA Winter Academic Conference 2026*, Madrid, Spanien.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

13. 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.
14. 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.
15. Jordanow, S. (2024, September). The sustainable connection? Examining the effects of companies' sustainability on customers' co-creation intention. EMAC Regional Conference, Lissabon, Portugal.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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
30. 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).
31. 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).
32. 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).
33. 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.
34. 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.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

35. 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.
36. 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.