

Beiträge in referierten Zeitschriften

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)

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Meier, H., Heidenreich, S. & Jordanow, S. (2026): Digitize Me – How to Successfully Digitize and Transform Analogue Products, 33rd International Product Development Management Conference (IPDMC), Online, June 2026.
2. Meier, H., Heidenreich, S. & Jordanow, S. (2025): Help from the other side – How AI assistance in New Product Development affects Innovation Success, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
3. Meier, H., Heidenreich, S. & Jordanow, S. (2025): The Power of Alignment: How Product and Brand Regulatory Focus Alignment affects Innovation Adoption Behavior, 32nd Innovation & Product Development Management Conference (IPDMC), Porto, Portugal, June 2025.