

Beiträge auf Konferenzen mit Begutachtungsprozess

1. 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, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
2. 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, 32nd International Product Development Management Conference (IPDMC), Porto, Portugal, June 2025.