

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Banowitz, E., Heidenreich, S., Jordanow, S., & Küntzler, A. (2023): 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, Italy, June 2023.
2. Küntzler, A., Banowitz, E. (2022): When it comes to sustainable product packaging, do product categories play a certain role in consumers' purchase intention?, American Marketing Association (AMA) 2022 Summer Academic Conference, Chicago, USA, August 2022.