

Beiträge auf Konferenzen mit Begutachtungsprozess

1. 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.
2. Meier, H., Heidenreich, S. & Jordanow, S. (2025): The Power of Alignment: How Product and Brand Regulatory Focus Alignment affects Innovation Adoption Behavior, 32nd International Product Development Management Conference (IPDMC), Porto, Portugal, June 2025.