

Beiträge in referierten Zeitschriften

VHB Rating 2024 für Publikationsmedien (TIE = Teilrating Technologie, Innovation und Entrepreneurship, MARK = Teilrating Marketing, STRAT = Teilrating Strategisches Management, NAMA = Teilrating Nachhaltigkeitsmanagement, ORG = Teilrating Organisation, DLM = Dienstleistungsmanagement, RECH = Teilrating Rechnungswesen)/ Wirtschaftswoche 2019/ Impact factor (JCR® by Clarivate Analytics, 2023)

1. Schaarschmidt, M., Heidenreich, S., & Bertram, M. (forthcoming): From resistance to retention: Passive innovation resistance and post-adoption usage of digital services. *Journal of Management Information Systems*. (VHB TIE=A/WR=0.5/IF=7.7)
2. Paulus, M., Jordanow, S., Heidenreich, S., & Janz F. (forthcoming): Measuring Lead Userness: Development and Validation of a Hierarchical Scale. *Creativity and innovation management*. (VHB TIE=B/WR=0.1/IF=3.7)
3. Krämer, T., Weiger, W. H., & Heidenreich, S. (forthcoming): Do all stars shine the same? Investigating the nonlinear effects of user and critic reviews on video game sales. *Journal of Business Research*. (VHB TIE=B/WR=0.25/IF=10.5)
4. Janz, F., Jordanow, S., Heidenreich, S., & Schäfer S. (2025): Shades of Green Deception - An Empirical Examination of the Consequences of Greenwashing in Innovations. *Creativity and innovation management*, 34(2) (VHB TIE=B/WR=0.1/IF=3.7)
5. Nagel, C., Heidenreich, S., & Schumann, J. H. (2024): Enhancing Adoption of Sustainable Product Innovations: Addressing Reduced Performance with Risk-Reducing Product Modifications. *Journal of Business Research*, 179, 114684. (VHB TIE=B/WR=0.25/IF=10.5)
6. Heidenreich, S., Jordanow, S., Krämer, T., & Obschonka, M. (2024): Together forever? How customer co-creation affects the adoption of digital service innovations over time. *Journal of Product Innovation Management*, 41(5). (VHB TIE=A/WR=0.5/IF=10.5)
7. Röth, T., Schweitzer, F., Spieth, P., & Heidenreich, S. (forthcoming): Navigating through Learning Tensions at the Front-End: How Firms can Motivate Paradoxical Thinking when Screening the Creativity of Ideas, *R&D Management*. (VHB TIE=B/WR=0.25/IF=6.3)
8. Gröber, M., Freisinger, E., Henkel, S., & Heidenreich, S. (2023): How Valuable are Personal Values? Investigating Personal Values and Their Effect on Entrepreneurial Performance, *International Journal of Entrepreneurial Venturing*, 15(6), 534-559. (VHB TIE=C/WR=0.25/IF=1.5)
9. Heidenreich, S., Handrich, F., & Kraemer, T. (2023): Flawless victory! Investigating search and experience qualities as antecedent predictors of video game success. *Electronic Markets*, 33(1), 20. (VHB MARK=B/WR=0,25/IF=8.5)
10. 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/WR=0.25/IF=2.1)

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11. Killmer, J. F., & Heidenreich, S. (2022): First come, first served: Investigating strategies to overcome consumer leapfrogging behaviour. *International Journal of Innovation Management*, 26(06), 2250039. (VHB TIE=B/WR=0.25/IF=2.1)
12. Heidenreich, S., Freisinger, E., & Landau, C. (2022): The dark side of business model innovation: An empirical investigation into the evolvement of customer resistance and the effectiveness of potential countermeasures. *Journal of Product Innovation Management*, 39(6), 824-846. (VHB TIE=A/WR=0.5/IF=10.5)
13. Vermehren, P., Burmeister-Lamp, K. & Heidenreich, S. (2022): I am. Therefore, I will? Predicting customers' willingness to co-create using five-factor theory, *Journal of Service Management*. (VHB DLM=B/WR=0.25/IF= 10.6)
14. Handrich, F., Heidenreich, S. & Krämer, T. (2022): Innovate or Game Over? Examining Effects of Product Innovativeness on Video Game Success, *Electronic Markets*, 1-16. (VHB MARK=B/WR=0,25/IF=8.5)
15. Heidenreich, S., Killmer, J. & Millemann, J. (2022): If at first you don't adopt - Investigating determinants of new product leapfrogging behavior, *Technological Forecasting and Social Change*, 176, 121437. (VHB TIE=B/WR=0.25/IF=12.0)
16. Bauer, J., Schweitzer, F., Heidenreich, S. & Roeth, T. (2021): The value of experience-based simulation in garnering support for radically new concepts, *International Journal of Innovation Management*, 2150095. (VHB TIE=B/WR=0.25/IF=2.1)
17. Stockkamp, C., Schäfer, J., Millemann, J. & Heidenreich, S. (2021): Identifying Factors Associated with Consumers' Adoption of e-Mobility – A systematic Literature Review, *Sustainability*, 13(19), 10975. (VHB=-/WR=0.1/IF=3.9)
18. Freisinger, E., Heidenreich, S., Landau, C. & Spieth, P. (2021): Business Model Innovation through the Lens of Time: An Empirical Study of Performance Implications across Venture Life Cycles, *Schmalenbach Journal of Business Research*, 73(3), 339-380. (VHB TIE=B/WR=0.25/IF=-)
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24. Futterer, F., Heidenreich, S. & Spieth, P. (2020): Is New Always Better? How Business Model Innovation Affects Consumers' Adoption Behavior, *IEEE Transactions on Engineering Management*. (VHB TIE=B/WR=0.25/IF=5.8)
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26. Munck, J., Tkotz, A., Heidenreich, S. & Wald, A. (2020): The Performance Effects of Management Control Instruments in Different Stages of New Product Development, *Journal of Accounting & Organizational Change*. (VHB RECH=B/WR=0.25/IF=2.4)
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31. Schnellbacher, B., Heidenreich, S. & Wald, A. (2019): Antecedents and effects of individual ambidexterity - A cross-level investigation of exploration and exploitation activities at the employee level, *European Management Journal*, 37(4), 442-454. (VHB TIE=B/WR=0.25/IF=7.5)
32. Schweitzer, F.; Handrich, M. & Heidenreich, S. (2019): Digital transformation in the new product development process: The role of IT-enabled PLM systems for relational, structural, and NPD performance, *International Journal of Innovation Management*, 23(7), 1-34. (VHB TIE=B/WR=0.25/IF=2.1)
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36. Joachim, V., Spieth, P. & Heidenreich, S. (2018): Active innovation resistance: An empirical study on functional and psychological barriers to innovation adoption in different contexts, *Industrial Marketing Management*, 71, 95-107. (VHB TIE=B/WR=0.25/IF=10.3)
37. Anagnou, M., Handrich, M., Schnellbacher, B. & Heidenreich, S. (2018): Two sides of the same coin – How the application of effectuation and causation shapes business model elements through-out the development stages of digital start-ups, *International Journal of Entrepreneurial Venturing*, 11(4), 309-334. (VHB TIE=C/WR=0.25/IF=1.5)
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42. Nuhn, H., Heidenreich, S. & Wald, A. (2018): The role of task-related antecedents for the development of turnover intentions in temporary project teams, *The International Journal of Human Resource Management*, 29(15), 2284-2302. (VHB STRAT=B/WR=0.25/IF=5.6)
43. Nuhn, H., Heidenreich, S. & Wald, A. (2017): Performance outcomes of turnover intentions in temporary organizations: A dyadic study on the effects at the individual, team, and organizational level, *European Management Review*, 16(2), 255-271. (VHB TIE=B/WR=0.25/IF=3.7)
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51. Heidenreich, S. & Krämer, T. (2016): Innovations – Doomed to Fail? Investigating Strategies to overcome Passive Innovation Resistance, *Journal of Product Innovation Management*, 33 (3), 277-297. (VHB TIE=A/WR=0.5/IF=10.5)
52. Heidenreich, S., Landsperger, J. & Spieth, P. (2016): Are Innovation Networks in Need of a Conductor? Examining the Contribution of Network Managers in Low and High Complexity Settings, *Long Range Planning*, 49 (1), 55-71. (VHB TIE=B/WR=0.25/IF=8.5)
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55. Heidenreich, S., Wittkowski, K., Handrich, M., & Falk, T. (2015): The dark side of customer co-creation: Exploring the consequences of failed co-created services, *Journal of the Academy of Marketing Science*, 43 (3), 279-296. (VHB TIE=A/WR=0.5/IF=18.2)
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Monographien / Beiträge in Sammelwerken

1. Talke, K. & Heidenreich, S. (2014): Resistenz, Ablehnung und Widerstand von Organisationsmitgliedern: Darstellung anhand eines integrativen Innovationsentscheidungsmodells, in: Schultz, C. & Hölze, K.: Motoren der Innovation - Zukunftsperspektiven der Innovationsforschung, Gabler-Verlag: Wiesbaden.
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1. Heidenreich, S., Jordanow, S., Kraemer, T. & Obschonka, M. (2025): From First Doubts to Lasting Loyalty: A Logitudinal Study of the Effects of Passive and Active Innovation Resistance, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
2. Jordanow, S. & Heidenreich, S. (2025): Beyond Lead Users: Investigating the Impact of Different Consumer Types on Co-Creation in New Product Development, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
3. 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.
4. Janz, F., Jordanow, S. & Heidenreich, S. (2025): Waste No Opportunity – The Impact of Circular Product Design on Consumer Acceptance, 25th European Academy of Management Conference (EURAM), Florence, Italy, June 2025.
5. Meier, H., Jordanow, S. & Heidenreich, 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.
6. Stutz, L., Janz, F., Jordanow, S. & Heidenreich, S. (2025): 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, June 2025.
7. Meier, H., Jordanow, S. & Heidenreich, 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.
8. Heidenreich, S., Jordanow, S., Kraemer, T. & Obschonka, M. (2025): 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, June 2025.
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12. Janz, F., Jordanow, S. & Heidenreich, S. (2024): Closing the Loop - Exploring Consumer Adoption of Circular Product Design Strategies, 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.
13. Banowitz, E., Heidenreich, S., Jordanow, S., Gleich, R. & Hamacher, K. (2024): 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, Ireland, June 2024.
14. Heidenreich, S., Jordanow, S., Kraemer, T. & Obschonka, M. (2024): 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, France, May 2024.
15. 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, Italien, Juni 2023.
16. Paulus, M., Jordanow, S. & Heidenreich, S. (2023): 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, Juni 2023.
17. Jordanow, S. & Heidenreich, S. (2023): 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, Juni 2023.
18. Janz, F., Jordanow, S. & Heidenreich, S. (2023): The Dark Side of Sustainable Innovation – When and How Greenwashing of New Products backfires, 30th International Product Development Management Conference (IPDMC), Lecco, Italien, Juni 2023.
19. Jordanow, S. & Heidenreich, S. (2023): Variation makes the difference: Investigating the effectiveness of different customer types for co-creation in new product development, EMAC Annual Conference, Odense, Dänemark, Mai 2023.
20. Killmer, J., Heidenreich, S. & Jordanow, S. (2022): If not now, then when? Investigating the effectiveness of countermeasures to mitigate consumer leapfrogging behavior, 29th International Product Development Management Conference (IPDMC), Hamburg, Deutschland, Juni 2023.
21. Jordanow, S., Heidenreich, S., Krämer, T. & Obschonka, M. (2022): As long as you want me - when and how cocreation fosters continuous usage of digital services, 17th International Research Conference in Service Management Porquerolles, Frankreich, Juni 2022.
22. Gospodinova, N., Jordanow, S. & Heidenreich, S. (2022): How does it fit? Investigating effects of regulatory fit on innovation adoption behavior, EMAC Annual Conference, Budapest, Ungarn, Mai 2022.

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23. Jordanow, S., Gospodinova, N. & Heidenreich, S. (2021): Fit to perfection? How regulatory fit affects consumer adoption behavior, 28th International Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
24. Jordanow, S., Heidenreich, S., Kraemer, T. & Obschonka, M. (2021): Together forever? How cocreation influences usage of digital service innovations over-time, 28th International Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
25. Freisinger, E., Heidenreich, S. & Landau, C. (2019): The Dark Side of Business Model Innovation (BMI) – An Empirical Investigation into the Evolvment of BMI Resistance and the Effectiveness of Potential Countermeasures, VHB TIE Tagung, Darmstadt, Deutschland, September 2019.
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27. Kraemer, T., Heidenreich, S., Gouthier, M. & Könsgen, R. (2019): Helpful or Not? The Effects of Positive Emotions on the Perceived Helpfulness of Online Consumer Reviews, 16th International Research Conference in Service Management, La Londe les Maures, Frankreich, Juni 2019.
28. Schnellbaecher, B., Heidenreich, S., Millemann, J., & Killmer, J. (2018): A crosslevel investigation of exploration and exploitation activities at employee level, Academy of Management Conference (AoM), Chicago, USA, August 2018.
29. Schnellbaecher, B., Heidenreich, S., Millemann, J., Killmer, J., & Freisinger, E. (2018): The effects of ambidextrous knowledge seeking and offering on department performance, Academy of Management Conference (AoM), Chicago, USA, August 2018.
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31. Krämer, T., Heidenreich, S. & Gouthier, M. (2018): Helpful or not? The effects of positive emotions on the perceived Helpfulness of online consumer reviews, 15th International Research Conference in Service Management, La Londe les Maures, Frankreich, Juni 2018.
32. Freisinger, E., Landau, C. & Heidenreich, S. (2018): The bright side of business model innovation: An empirical study of performance implications across venture life cycle stages, 25th International Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.
33. Millemann, J., Heidenreich, S., Reimann, M. & Krick, C. (2018): A sneak peek into the brain: investigating neuronal reactions to new products using functional magnetic resonance imaging (fMRI), 25th International Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.

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34. Schnellbaecher, B., Heidenreich, S., Millemann, J., Killmer, J., & Freisinger, E. (2018): The role of individual ambidexterity for organizational performance – Examining effects of ambidextrous knowledge seeking and offering on knowledge accumulation and department performance, 25th International Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.
35. Heidenreich, S., Kraemer, T., Obschonka, M., Millemann, J., Wittkowski, K. & Falk, T. (2018): Adoption of service innovations over time: A longitudinal analysis of consumer' passive and active innovation resistance, The La Londe Conference, La Londe les Maures, France, June 2018.
36. Millemann, J., Heidenreich, S., Reimann, M. & Krick, C. (2018): How Consumers perceive New Products? Evidence from a Functional Magnetic Resonance Imaging (fMRI) Study, 2018 NeuroPsychoEconomics Conference, Zurich, Switzerland, May 2018.
37. Millemann, J., Heidenreich, S. & Perenyi, A. (2017): If not today, maybe tomorrow? An investigation of consumers postponing behavior to product innovations, 31st Annual Australian and New Zealand Academy of Management (ANZAM) Conference, Melbourne, Australia, December 2017.
38. Heidenreich, S., Obschonka, M., Millemann, J., Kraemer, T., Wittkowski, K. & Falk, T. (2017): Just a Short Affair or long lasting relationship? A Longitudinal Investigation of Effects of Passive and Active Innovation Resistance on the Usage of Service Innovations, VHB TIE Tagung, Koblenz, Germany, September 2017.
39. Anagnou, M., Schnellbächer, B., Heidenreich, S., Millemann, J., & Killmer, J. (2017): Business Model Development across different Startup Phases, European Academy of Management Conference 2017 – Making Knowledge Work, Glasgow, Scotland, June 2017.
40. Heidenreich, S., Krämer, T., Spieth, P. & Joachim, V. (2017): Rejection behavior prior new product evaluation - Examining occurrence and determinants of passive innovation rejections, 2017 AMA Summer Marketing Educators' Conference, San Francisco, USA, August 2017.
41. Heidenreich, S., Obschonka, M., Millemann, J., Krämer, T., Wittkowski, K. & Falk, T. (2017): Barriers to continuous adoption of service innovations - Investigating effects of passive and active innovation resistance over time, 2017 AMA Summer Marketing Educators' Conference, San Francisco, USA, August 2017.
42. Anagnou, M., Schnellbächer, B., Heidenreich, S., Millemann, J. & Killmer, J. (2017): Business Model Development in Startups, R&D Management Conference, Leuven, Holland, Juli 2017.
43. Spieth, P., Heidenreich, S. & Joachim, V. (2017): What drives innovation rejections? The different relative importance of customer resistances, R&D Management Conference, Leuven, Holland, Juli 2017.
44. Krämer, T., Heidenreich, S., Donsbach, J. & Gouthier, M. (2017): Helpful or Not? How Basic Emotions Affect the Perceived Helpfulness of Online Consumer Reviews, 26th Annual Frontiers in Service Conference, New York, USA, Juni 2017.

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45. Heidenreich, S., Obschonka, M., Millemann, J., Krämer, T., Wittkowski, K. & Falk, T. (2017): Continuous Adoption of technology based service Innovations: A Longitudinal Study on Effects of Passive and Active Innovation Resistance, 26th Annual Frontiers in Service Conference, New York, USA, Juni 2017.
46. Heidenreich, S., Krämer, T., & Gouthier, M. (2017): Making use of Irrationality in the Consumption of digital Services – Investigating Strategies to enhance Intensity of Flat-rate Biases, 26th Annual Frontiers in Service Conference, New York, USA, Juni 2017.
47. Killmer, J., Millemann, M., Heidenreich, S. & Schnellbacher, B. (2017): Leapfrogging Behavior and its Determinants in the Context of Technological Innovations, XXVIII ISPIIM Innovation Conference, Wien, Österreich, Juni 2017.
48. Freisinger, E., Heidenreich, S. & Landau, C. (2017): Business Model Innovation - Quo Vadis? Status Quo and Future Research Avenues, 23rd International Product Development Management Conference, Reykjavik, Island, Juni 2017.
49. Heidenreich, S., Obschonka, M., Millemann, J., Krämer, T., Wittkowski, K. & Falk, T. (2017): Just a short affair or long lasting relationship? Investigating effects of passive and active innovation resistance on the usage of service innovations over time, 23rd International Product Development Management Conference, Reykjavik, Island, Juni 2017.
50. Killmer, J., Millemann, M., Heidenreich, S. & Schnellbacher, B. (2017): Should I buy now or later? Investigating determinants of new product leapfrogging behavior, 23rd International Product Development Management Conference, Reykjavik, Island, Juni 2017.
51. Futterer, F., Heidenreich, S. & Spieth, P. (2016): Disentangling Business Model Innovation's Performance Implications - Consumer-based Evidence from an Experimental Study, R&D Management Conference, Cambridge, England, Juli 2016.
52. Gouthier, M., Krämer, T., Heidenreich, S., Donsbach, J. (2016): Basic Emotions and Online Customer Engagement Behavior, SERVSIG 2016, Maastricht, Niederlande, Juni 2016.
53. Krämer, T., Donsbach, J., Heidenreich, S. & Gouthier, M. (2016): The good, the bad, and the ugly – how emotions affect online customer engagement behavior, 14th International Research Conference in Service Management, La Londe les Maures, Frankreich, Mai 2016.
54. Heidenreich, S., Spieth, P., Joachim, V. & Joachim, C. (2016): Passive innovation rejection - Myth or fact? Exploring occurrence and determinants of rejection behavior prior new product evaluation, 23rd international product development management conference, Glasgow, Schottland, Juni 2016.
55. Schulze, M. & Heidenreich, S. (2016): Linking energy-related strategic flexibility and energy efficiency – The mediating role of management control systems choice, 39th Annual Congress of the European Accounting Association, Maastricht, Holland, Mai 2016.

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56. Donsbach, J., Krämer, T., Heidenreich, S. & Gouthier, M. (2016): Basic Emotions and Online Customer Engagement Behavior, 2016 AMA Winter Marketing Academic Conference, Las Vegas, USA, Februar 2016.
57. Spanuth, T., Wald, A. & Heidenreich, S. (2015): The strategic value of temporary organizations - Investigating effects of temporariness on a firm's dynamic capabilities and performance, BAM 2015 Annual Conference, Portsmouth, England, September 2015.
58. Heidenreich, S. & Millemann, J. (2015): To buy or not to buy? Investigating determinants and differences of temporary and continuous rejections of innovations, 22nd international product development management conference, Copenhagen, Dänemark, Juni 2015.
59. Heidenreich, S., Schmidt, J. & Futterer, F. (2015): Effectuation or Causation as the Key to Corporate Venture Success? Investigating Effects of Entrepreneurial Behaviors on Business Model Innovation and Venture Performance, 22nd international product development management conference, Copenhagen, Dänemark, Juni 2015.
60. Heidenreich, S., Krämer, T. & Gouthier, M. (2015): How to maximize the return on flatrate-bias? Using tariff-choice anomalies as levers to increase consumers' tariff-specific willingness-to-pay, QUIS14 symposium, Shanghai, China, Juni 2015.
61. Ludwig, N., Heidenreich, S., Krämer, T. & Gouthier, M. (2015): Customer Delight: Universal Remedy or Double-Edged Sword? Investigating the Bright and Dark Sides of Customer Delight Strategies, QUIS 14, International Research Symposium on Service Excellence in Management, Shanghai, China, Juni 2015.
62. Diefenbach, U. & Heidenreich, S. (2015): Less is not Always More - Investigating Effects of comprehensive Cost Management Systems on Cost Efficiency, The International Competitiveness Management Conference, Kopenhagen, Dänemark, Januar 2015.
63. Heidenreich, S. & Krämer, T. (2014): How to overcome Passive Innovation Resistance - Examining the Effectiveness of Mental Simulation, Benefit Comparison and Categorization Cues, 2014 AMA Summer Marketing Educators' Conference, San Francisco, USA, August 2014.
64. Heidenreich, S., Krämer, T. & Gouthier, M. (2014): The Fascination of limitless Consumption – Investigating Strategies to enhance the Return on Flat-rate Bias, 2014 AMA Summer Marketing Educators' Conference, San Francisco, USA, August 2014.
65. Krämer, T., Gouthier, M. & Heidenreich, S. (2014): Pride and Turnover Intentions Among Frontline Employees, AMA SERVSIG 2014, Thessaloniki, Griechenland, Juni 2014.

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66. Heidenreich, S., Krämer, T., Gouthier, M. & Handrich, M. (2014): Making use of Tariff-Choice Biases – Investigating Strategies to enhance Intensity of Flat-rate Biases, 2014 Global Marketing Conference, Singapur, Juli 2014.
67. Heidenreich, S., Krämer, T. & Handrich, M. (2014): Satisfied and Unwilling - Exploring cognitive and situational Resistance to Innovations, 2014 Global Marketing Conference, Singapur, Juli 2014.
68. Schmidt, J. & Heidenreich, S. (2014): Investigating Organizational Antecedents of Effectual Corporate Entrepreneurship, The XXV ISPIM Innovation Conference, Dublin; Irland, Juni 2014.
69. Janeschek, S., Gouthier, M. & Heidenreich, S. (2014): Do Industrial Services Really Improve Performance? The Critical Role of Value Perception Through Key Performance Indicators, 23rd Annual Frontiers in Services Conference, Miami, USA, Juni 2014.
70. Schulze, M. & Heidenreich, S. (2014): Eco-control in the context of energy management, 2014 Environmental and Sustainability Management Accounting Network (EMAN) Conference, Rotterdam, Holland, März 2014.
71. Weber, B. & Heidenreich, S. (2014): How to configure inter-organizational cooperation? Investigating effects of formal and informal cooperation structure on core management functions and innovation success, 21st international product development management conference, Limerick, Irland, Juni 2014.
72. Munck, C., Tkotz, A. & Heidenreich, S. (2013): Innovation Control System (ICS) Effectiveness - Investigating Effects of ICS-Instruments on Innovation Performance, The 6th ISPIM Innovation Symposium, Melbourne, Australien, Dezember 2013.
73. Petschnig, M., Heidenreich, S. & Spieth, P. (2013): Ready, Steady Green: How Innovation Characteristics and Strategic Policies Influence the Innovative Consumers' Adoption of Eco-Innovations, 33rd SMS Annual International Conference, Atlanta, USA, September 2013.
74. Heidenreich, S. & Handrich, M. (2013): The power of co-creation - Examining customers' willingness to co-create as the missing link to explain the adoption of technology-based services, 2013 AMA Summer Marketing Educators' Conference, Boston, USA, August 2013.
75. Heidenreich, S., Handrich, M. & Krämer, T. (2013): What about passive innovation resistance? Investigating adoption-related behaviour from a resistance perspective, 2013 AMA Summer Marketing Educators' Conference, Boston, USA, August 2013.
76. Schulze, M. & Heidenreich, S. (2013): Innovating Organisations towards Energy Efficiency, The XXIV ISPIM conference, Helsinki, Finnland, Juni 2013.

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77. Munck, C., Tkotz, A. & Heidenreich, S. (2013): Innovation control system (ICS) effectiveness - Investigating effects of ICS-instruments on innovation performance, The XXIV ISPIM conference, Helsinki, Finnland, Juni 2013.
78. Nestle, V., Taeube, F. & Heidenreich, S. (2013): An affair to remember - the role of trust and information asymmetry for open innovation in cluster initiatives, 35th DRUID Celebration Conference 2013, Barcelona, Spanien, Juni 2013.
79. Weber, B., Heidenreich, S. & Täube, F. (2013): "When to cooperate?" and "whom to cooperate with?" - Investigating effects of cooperation intensity and portfolio on innovation success, 20th international product development management conference, Paris, Frankreich, Juni 2013.
80. Heidenreich, S. & Handrich, M. (2012): I don't need it and I don't want to - Examining effects of situational and cognitive Resistance to Innovations, 2012 AMA Summer Marketing Educators' Conference, Chicago, USA, August 2012.
81. Handrich, M. & Heidenreich, S. (2012): Is there a dark side to customer co-creation? Exploring consequences of failed co-created services, 2012 AMA Summer Marketing Educators' Conference, Chicago, USA, August 2012.
82. Landsperger, J.; Spieth, P. & Heidenreich, S. (2012): How to boost innovation network performance, Academy of Management 2012 Annual Meeting, Boston, USA, August 2012.
83. Abstein, A., Heidenreich, S. & Spieth, P. (2012): The Impact of HR System Perceptions on Innovative Work Behavior and the Role of Work-Life Conflict, Academy of Management 2012 Annual Meeting, Boston, USA, August 2012.
84. Petschnig, M., Spieth, P. & Heidenreich, S. (2012): Accelerating Consumer Adoption of Alternative Fuel Vehicles - The Role of Perceived Adoption Factors, The 2012 Asia-Pacific Conference of the Association for Consumer Research Conference, Queenstown, Neuseeland, Juli 2012.
85. Landsperger, J., Spieth, P. & Heidenreich, S. (2012): The Influence of Network Managers on Network Performance in Innovation Networks: Moderating Effects of Power Distribution and Network Duration, The 2012 SMS Conference, Singapur, Singapur, Juni 2012.
86. Heidenreich, S. (2012): What really hinders Innovation Adoption - Exploring cognitive and situational Resistance to Innovations, 19th International Product Development Management Conference, Manchester, England, Juni 2012.
87. Landsperger, J., Spieth, P. & Heidenreich, S. (2012): How network managers contribute to innovation networks, The XXIII ISPIM Conference, Barcelona, Spanien, Juli 2012.

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88. Handrich, M., Heidenreich, S. & Thomas, L. (2012): The Dark Side of Customer Co-Creation - What happens when technology-based co-created Services fail, 2012 Academy of Marketing Science Annual Conference, New Orleans, USA, Mai 2012.
89. Landsperger, J. Spieth, P. & Heidenreich, S. (2012): Managing Innovation Networks - How Network Managers Contribute to Network Performance, EURAM, Rotterdam, Niederlande, Juni 2012.
90. Handrich, M. & Heidenreich, S. (2011): An eye for an eye, a tooth for a tooth – Predicting customer retaliation after failed service recovery, QUIS12 (the 12th International Research Symposium on Service Excellence in Management), Ithaca, USA, Juni 2011.
91. Heidenreich, S. & Handrich, M. (2011): The Relevance of Consumers' Preference Dispositions within Tariff-Choices, QUIS12 (the 12th International Research Symposium on Service Excellence in Management), Ithaca, USA, Juni 2011.
92. Handrich, M. & Heidenreich, S. (2011): Tit for tat - Is customer retaliation in a service recovery context predictable? The 2011 Asia-Pacific Conference of the Association for Consumer Research Conference, Beijing, China, Juni 2011.
93. Heidenreich, S. & Handrich, M. (2011): Failure - The Mother of Innovation? How Resistance to Change and Status Quo Satisfaction drive Passive Innovation Resistance, The 2011 Asia-Pacific Conference of the Association for Consumer Research Conference, Beijing, China, Juni 2011.
94. Heidenreich, S. & Handrich, M. (2011): Consumers' Resistance to Innovations – Investigating the Cases of Passive and Active Innovation Resistance, The 2011 Asia-Pacific Conference of the Association for Consumer Research Conference, Beijing, China, Juni 2011.
95. Heidenreich, S., Talke, K. & Bode, M. (2011): Why Innovations Fail - Investigating The Relevance of Resistance to Change and Status Quo Satisfaction for Innovative Consumer Behavior, 18th International Product Development Management Conference, Delft, Niederlande, Juni 2011.
96. Heidenreich, S. & Talke, K. (2011): Consumers' Resistance to Innovation - No Exception, but the Norm? How passive Innovation Resistance affects New Product Evaluation, 18th International Product Development Management Conference, Delft, Niederlande, Juni 2011.
97. Heidenreich, S. & Talke, K. (2010): Innovation Resistance - Integrating Negative Outcomes in Innovation Decision Modeling, 39th European Marketing Academy Conference, Copenhagen, Dänemark, Juni 2010.

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98. Heidenreich, S., Schmidt, T. & Gleich, R. (2010): Tarifwahl-Anomalien bei optionalen Dienstleistungstarifen - Eine empirische Analyse der Flatrate-Präferenz und des Flatrate-Bias, 2. Rostocker Dienstleistungstagung, Rostock, Deutschland, September 2010.
99. Heidenreich, S. & Talke, K. (2010): Passive Resistance to Innovations - Integrating Resistance to Change in Innovation-Decision Models, 16th International Product Development Management Conference, Murcia, Spanien, Juni 2010.
100. Heidenreich, S. & Handrich, M. (2010): The Fascination of Limitless Consumption - An Empirical Study of Existence and Causes of Flat-Rate Biases in the Cellular Mobile Industry, 2010 Global Marketing Conference Tokyo, Japan, September 2010.
101. Gessner, C., Heidenreich, S. & Schentler, P. (2010): Diffusion der Prozesskostenrechnung in der deutschen verarbeitenden Industrie - Eine empirische Analyse möglicher Determinanten, 7. WHU Controllertagung, Vallendar, Deutschland, März 2010.
102. Heidenreich, S., Talke, K., Temmel, P. & Gleich, R. (2009): Tariff-Choice Anomalies in Optional Tariffs - An Empirical Study in the Cellular Mobile Industry, 29th International RESER Conference, Budapest, Ungarn, September 2009.
103. Gessner, C., Gleich, R. & Heidenreich, S. (2009): Diffusion of Management Accounting Innovations - A Structural Equation Approach. European Accounting Association, 32nd Annual Congress, Tampere, Finnland, Mai 2009.
104. Gessner, C., Gleich, R., Heidenreich, S. & Sommer, L. (2009): Diffusion of Management Accounting Innovations - A Structural Equation Approach. 9TH Manufacturing Accounting Research Conference, Münster, Deutschland, Juni 2009.