

## Beiträge in referierten Zeitschriften

---

*VHB Rating 2024 für Publikationsmedien (jeweils höchstes VHB-Rating über alle Kommissionen hinweg) /Impact factor (JCR® by Clarivate Analytics, 2024)*

1. Jordanow, S., Gospodinova, N., Heidenreich, S. & Schnellbacher, B. (forthcoming): Fit to Perfection? How Regulatory Fit Affects Consumer Adoption of Innovations. *Journal of Consumer Behaviour*. (VHB=B/IF=5.2)
2. O’Cass, A. & Heidenreich, S. (2026): Setting Up New Product Development for Environmentally Sustainable Innovation. *Journal of Product Innovation Management*, 43(3), 383-399. (VHB=A/IF=8.0)
3. Henning, M., Heidenreich, S., Jordanow, S. & Krämer, 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=B/IF=7.5)
4. Heidenreich, S., Denzer, E. D., & Jordanow, S. (2026): Explore or Exploit? How Explorative and Exploitative IT Capabilities Affect New Product Development Process Performance. *Technological Forecasting & Social Change*, 225, 124517. (VHB=B/IF=13.3)
5. Stutz, L., Janz, F., Jordanow, S., & Heidenreich, S. (2026): Transforming Business Models for a Better Future: Investigating Effects of Sustainable Business Model Archetypes on Consumer Adoption Behavior. *Corporate Social Responsibility and Environmental Management*, 33(3), 4036-4054. (VHB=B/IF=9.1)
6. Bocken, N. M. P., Heidenreich, S., Spieth, P., Tucci, C., & Zott, C. (2025): Innovating for Impact: Harnessing Business Model Innovation to Tackle Grand Challenges. *Strategic Entrepreneurship Journal*, 19(4), 665-681. (VHB=A/IF=6.3)
7. Schaarschmidt, M., Heidenreich, S., & Bertram, M. (2025). From Resistance to Retention: Passive Innovation Resistance and Post-Adoption Usage of Digital Services. *Journal of Management Information Systems*, 42(4), 1279-1308. (VHB=A/IF=6.2)
8. Paulus, M., Jordanow, S., Heidenreich, S., & Janz, F. (2025). Measuring Lead Userness: Development and Validation of a Hierarchical Scale. *Creativity and Innovation Management*, 34(4), 944-962. (VHB=B/IF=4.2)
9. Krämer, T., Weiger, W. H., & Heidenreich, S. (2025): Do all stars shine the same? Investigating the nonlinear effects of user and critic reviews on video game sales. *Journal of Business Research*, 188, 115034. (VHB=A/IF=9.8)
10. 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), 312-332. (VHB=B/IF=4.2)
11. 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=A/IF=9.8)
12. 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), 1062-1090. (VHB=A/IF=8.0)

### Beiträge in referierten Zeitschriften (Forts.)

---

13. Röth, T., Schweitzer, F., Spieth, P., & Heidenreich, S. (2024): Navigating through Learning Tensions at the Front-End: How Firms can Motivate Paradoxical Thinking when Screening the Creativity of Ideas, *R & D Management*, 54(5), 930-949. (VHB=B/IF=5.7)
14. 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=C/IF=0.8)
15. 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=B/IF=6.8)
16. 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=B/IF=1.2)
17. 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=B/IF=1.2)
18. 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=A/IF=8.0)
19. 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=B/IF= 7.9)
20. 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=B/IF=6.8)
21. 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=B/IF=13.3)
22. 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=B/IF=1.2)
23. 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=-/IF=3.3)
24. 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=B/IF=-)

### Beiträge in referierten Zeitschriften (Forts.)

---

25. Handrich, M., Muck, C. & Heidenreich, S. (2021): Do opposites attract in New Product Development? Investigating the role of innovation-management control cooperation across the NPD process, *International Journal of Innovation Management*, 25(08), 2150081. (VHB=B/IF=1.2)
26. Casidy, R., Claudy, M., Heidenreich, S. & Camurdan, E. (2021): The role of brands in overcoming consumer resistance to autonomous vehicles, *Psychology & Marketing*, 38(7), 1101-1121. (VHB=B/IF=9.1)
27. Klein, S., Spieth, P. & Heidenreich, S. (2021): Facilitating Business Model Innovation: The Influence of Sustainability and the Mediating Role of Strategic Orientations, *Journal of Product Innovation Management*, 38(2), 271-288. (VHB=A/IF=8.0)
28. Spanuth, T., Heidenreich, S. & Wald, A. (2020): Temporary Organizations in the Creation of Dynamic Capabilities: Effects of Temporariness on Innovative Capacity and Strategic Flexibility, *Industry and Innovation*, 27(10), 1186-1208. (VHB=B/IF=4.2)
29. Diefenbach, U., Schnellbacher, B. & Heidenreich, S. (2020): Using regulatory fit in cost reduction announcements, *Journal of Accounting & Organizational Change*. (VHB=B/IF=3.0)
30. 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=B/IF=5.2)
31. An, D., Kreutzer, M. & Heidenreich, S. (2020): Always Play Against Par? The Effect of Inter-Team Coopetition on Individual Team Productivity, *Industrial Marketing Management*, 90, 155-169. (VHB=B/IF=7.5)
32. 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=B/IF=3.0)
33. Schnellbacher, B. & Heidenreich, S. (2020): The role of individual ambidexterity for organizational performance – Examining ambidextrous knowledge seeking and offering, *Journal of Technology Transfer*, 45(5), 1535-1561. (VHB=B/IF=4.3)
34. Heidenreich, S. & Talke, K. (2020): Consequences of mandated usage of innovations in organizations: Developing an innovation decision model of symbolic and forced adoption, *Academy of Marketing Science Review*, 10(3), 279-298. (VHB=B/IF=-)
35. Koch, J., Krämer, T. & Heidenreich, S. (2020): Exploring Passive Innovation Resistance — An Empirical Examination of Predictors and Consequences at the Cognitive and Situational Level, *International Journal of Innovation Management*, 2150012. (VHB=B/IF=1.2)
36. Suh, T., Khan, O., Schnellbacher, B. & Heidenreich, S. (2020): Strategic accord and tension for business model innovation: Examining different tacit knowledge types and open action strategies, *International Journal of Innovation Management*, 24(04), 2050039. (VHB=B/IF=1.2)

### Beiträge in referierten Zeitschriften (Forts.)

---

37. 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=B/IF=7.3)
38. 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=B/IF=1.2)
39. Schmidt, J. & Heidenreich, S. (2019): Empowering for Effectuation: Examining Organisational Preparedness for Corporate Entrepreneurship (OPCE) as Antecedent of Psychological Empowerment and Entrepreneurial Behaviour, *International Journal of Entrepreneurial Venturing*, 11(1), 47-80. (VHB=C/IF=0.8)
40. Butschan, J., Heidenreich, S., Weber, B. & Krämer, T. (2018): Tackling Hurdles to Digital Transformation - The Role of Competencies for successful Industrial Internet of Things (IIoT) Implementation, *International Journal of Innovation Management*, 1950036. (VHB=B/IF=1.2)
41. Nestle, V., Täube, F., Heidenreich, S. & Bogers, M. (2018): Establishing open innovation culture in cluster initiatives: The role of trust and information asymmetry, *Technological Forecasting and Social Change*, 146(C), 563-572. (VHB=B/IF=13.3)
42. 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=B/IF=7.5)
43. 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=C/IF=0.8)
44. Weber, B. & Heidenreich, S. (2018): When and with Whom to Cooperate? Investigating Effects of Cooperation Stage and Type on Innovation Capabilities and Success, *Long Range Planning*, 51(2), 334-350. (VHB=B/IF=6.3)
45. Futterer, F., Schmidt, J. & Heidenreich, S. (2018): Effectuation or Causation as the Key to Corporate Venture Success? Investigating Effects of Entrepreneurial Behaviors on Business Model Innovation and Venture Performance, *Long Range Planning*, 51(1), 64-81. (VHB=B/IF=6.3)
46. Schulze, M., Heidenreich, S. & Spieth, P. (2018): The impact of energy management control systems on energy efficiency in the German manufacturing industry, *Journal of Industrial Ecology*, 22(4), 813-826. (VHB=A/IF=5.4)
47. Schmidt, J. & Heidenreich, S. (2018): The Role of Human Capital for Entrepreneurial Decision-Making – Investigating Experience, Skills and Knowledge as Antecedents to Effectuation and Causation, *International Journal of Entrepreneurial Venturing*, 10(3), 287-311. (VHB=C/IF=0.8)

### Beiträge in referierten Zeitschriften (Forts.)

---

48. 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=B/IF=5.9)
49. 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=B/IF=2.8)
50. Heidenreich, S., Spieth, P. & Petschnig, M. (2017): Ready, Steady, Green – Examining the Effectiveness of External Policy Factors to enhance the Adoption of Eco-friendly Innovations, *Journal of Product Innovation Management*, 34(3), 343-359. (VHB=A/IF=8.0)
51. Schulze, M. & Heidenreich, S. (2017): Linking energy-related strategic flexibility and energy efficiency – The mediating role of management control systems choice, *Journal of Cleaner Production*, 140, 1504-1513. (VHB=B/IF=10.0)
52. Krämer, T., Gouthier, M. & Heidenreich, S. (2017): Proud to Stay or too proud to Stay? How Personal Pride develops, and how it affects Turnover Intentions, *Journal of Service Research*, 20(2), 152-170. (VHB=A/IF=8.6)
53. Sommer, L., Heidenreich, S. & Handrich, M. (2017): War for talents – How organizational innovativeness affects employer attractiveness, *R&D Management*, 47 (2), 299-310. (VHB=B/IF=5.7)
54. Ludwig, N., Heidenreich, S., Krämer, T. & Gouthier, M. (2017): Customer Delight: Universal Remedy or Double-Edged Sword? Investigating the Bright and Dark Sides of Customer Delight Strategies, *Journal of Service Theory and Practice*, 27 (1), 22-45. (VHB=C/IF=4.4)
55. Weber, B. & Heidenreich, S. (2016): Improving innovation capabilities by cooperation: Examining effects of core network management functions and relational mechanisms in the industrial goods sector, *International Journal of Innovation Management*, 20(07), 1650074. (VHB=B/IF=1.2)
56. Heidenreich, S., Krämer, T. & Handrich, M. (2016): Satisfied and unwilling: Exploring cognitive and situational resistance to innovations, *Journal of Business Research*, 69(7), 2440-2447. (VHB=A/IF=9.8)
57. 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=A/IF=8.0)
58. 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=B/IF=6.3)
59. Heidenreich, S. & Krämer, T. (2015): Passive Innovation Resistance: The Curse of Innovation? Investigating Consequences for Innovative Consumer Behavior, *Journal of Economic Psychology*, 51, 134-151. (VHB=B/IF=2.3)

### Beiträge in referierten Zeitschriften (Forts.)

---

60. Handrich, M., Handrich, F. & Heidenreich, S. (2015): Firm innovativeness - The sufficient condition for business success? Examining antecedents of firm innovativeness and how it affects business success, *International Journal of Innovation Management*, 19(05), 1550053. (VHB=B/IF=1.2)
61. 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=A/IF=10.1)
62. Heidenreich, S. & Handrich, M. (2015): Adoption of technology-based services: The role of customers' willingness to co-create, *Journal of Service Management*, 26 (1), 44-71. (VHB=B/IF=7.9)
63. Heidenreich, S. & Handrich, M. (2015): What about passive innovation resistance? Investigating adoption-related behaviour from a resistance perspective, *Journal of Product Innovation Management*, 32(6), 878-903. (VHB=A/IF=8.0)
64. Talke, K. & Heidenreich, S. (2014): How to Overcome Pro-Change Bias - Integrating passive and active Innovation Resistance into Innovation-Decision Models, *Journal of Product Innovation Management*, 31(5), 894-907. (VHB=A/IF=8.0)
65. Abstein, A., Heidenreich, S. & Spieth, P. (2014): Innovative Work Behavior – The Impact of comprehensive HR System Perceptions and the Role of Work-Life Conflict, *Industry & Innovation*, 21 (2), 91-116. (VHB=B/IF=4.2)
66. Müller, A., Wald, A. & Heidenreich, S. (2014): Leadership in the Context of Temporary Organizations: A Study on the Effects of Transactional and Transformational Leadership on Followers' Commitment in Projects, *Journal of Leadership and Organizational Studies*, 21(4), 376-393. (VHB ORG=B/IF=4.9)
67. Petschnig, M., Heidenreich, S. & Spieth, P. (2014): Innovative Alternatives Take Action - Investigating Determinants of Alternative Fuel Vehicle Adoption, *Transportation Research Part A: Policy and Practice*, 61, 68-83. (VHB=B/IF=6.8)
68. Heidenreich, S. & Spieth, P. (2013): Why Innovations Fail - The Case of passive and active Innovation Resistance, *International Journal of Innovation Management*, 17 (5), 1350021. (VHB=B/IF=1.2)
69. Handrich, M. & Heidenreich, S. (2013): The Willingness of a Customer to Co-Create Innovative, Technology-based Services: Conceptualization and Measurement, *International Journal of Innovation Management*, 17 (4), 1350011. (VHB=B/IF=1.2)
70. Landsperger, J., Spieth, P. & Heidenreich, S. (2012): How Network Managers contribute to Innovation Network Performance, *International Journal of Innovation Management*, 16 (6), 1240009. (VHB=B/IF=1.2)
71. Heidenreich, S. & Talke, K. (2012): Tarifwahl-Anomalien bei optionalen Mobilfunktarifen - Eine Analyse der Ursachen von Flatrate-Präferenz und Flatrate-Bias, *Zeitschrift für betriebswirtschaftliche Forschung*, 64 (Mai), S. 280-307. (VHB=B/IF=-)

## Monographien / Beiträge in Sammelwerken / Weitere Veröffentlichungen

---

1. Weber, B. & Heidenreich, S. (2015): Geschäftsmodelle erfolgreich entwickeln, implementieren und innovieren, E-Book Reihe der Kontaktstelle für Wissens- und Technologietransfer (KWT), Saarbrücken.
2. 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.
3. Robers, D., Heidenreich, S., Weber, B., Albrecht, V., Baermann, M., zum Felde, I., Gerhards, U. & Grobusch, H. (2013): Innovationstreiber Kooperation – Chancen für den Mittelstand, Köln.
4. Bründl, A., Deutsch, N., Heidenreich, S., Krüger, L., Schneider, C. & Schulze, M. (2012): Erfolgsfaktoren eines „Ganzheitlichen Energiemanagements“ (GEM), Düsseldorf.
5. Heidenreich, S. (2012): Innovations - Doomed to fail? Investigating passive and active Innovation Resistance, Verlag Dr. Kovac, Hamburg.
6. Heidenreich, S., Huber, F. & Vogel, J. (2008): Flatrates und die Faszination grenzenlosen Konsums - Eine empirische Studie in der Mobilfunkbranche, Gabler-Verlag: Wiesbaden.
7. Lindner, F. & Heidenreich, S. (2008): Potenziale des Wissensmanagements für kleine und mittlere produzierende Unternehmen, in: Gleich, R. & Sauter, R.: Operational Excellence: Innovative Ansätze und Best Practices in der produzierenden Industrie, Haufe-Verlag: München.

## Beiträge auf Konferenzen mit Begutachtungsprozess

---

1. Krieger, C., Janz, F., Jordanow, S. & Heidenreich, S. (2026): Twin Transformation in New Product Development: Process Improvements, Efficacy Mechanisms, and Innovation Success, 33rd Innovation and Product Development Management Conference (IPDMC), Online, June 2026.
2. Janz, F., Jordanow, S. & Heidenreich, S. (2026): Slowing or Closing the Loop? How Circular Business Model Logics Shape Consumer Attitudes, 33rd Innovation and Product Development Management Conference (IPDMC), Online, June 2026.
3. Meier, H., Heidenreich, S. & Jordanow, S. (2026): Digitize Me - How to Successfully Digitize and Transform Analogue Products, 33rd Innovation and Product Development Management Conference (IPDMC), Online, June 2026.
4. Janz, F., Jordanow, S. & Heidenreich, S. (2026): From Consumption to Circulation: Multi-Study Evidence on Consumer Responses to Circular Product Design, 2026 AMA Winter Academic Conference, Madrid, Spain, February 2026.
5. 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), Florenz, Italien, Juni 2025.
6. 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), Florenz, Italien, Juni 2025.
7. 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), Florenz, Italien, Juni 2025.
8. 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), Florenz, Italien, Juni 2025.
9. 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), Florenz, Italien, Juni 2025.
10. 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 Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2025.
11. Meier, H., Jordanow, S. & Heidenreich, S. (2025): The Power of Alignment: How Product and Brand Regulatory Focus Alignment affects Innovation Adoption Behavior, 32nd Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2025.
12. 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 Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2025.

## **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

13. Janz, F., Jordanow, S. & Heidenreich, S. (2025): Circular by Design: How Circular Product Design Strategies affect New Product Evaluation, 32nd Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2025.
14. Janz, F., Jordanow, S. & Heidenreich, S. (2024): From Linear to Circular – How Circular Product Design Strategies affect Consumer Adoption, EMAC Regional Conference, Lissabon, Portugal, September 2024.
15. Küntzler, A. & Heidenreich, S. (2024): Many Roads Lead to Rome – Investigating Effects of Sustainable Business Model Innovation Archetypes on Sustainable Success, 31st Innovation and Product Development Management Conference (IPDMC), Dublin, Irland, Juni 2024.
16. Janz, F., Jordanow, S. & Heidenreich, S. (2024): Closing the Loop - Exploring Consumer Adoption of Circular Product Design Strategies, 31st Innovation and Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.
17. 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, 31th Innovation and Product Development Management Conference (IPDMC), Dublin, Ireland, Juni 2024.
18. Heidenreich, S., Jordanow, S., Krämer, T. & Obschonka, M. (2024): When time flies – Unraveling the temporal effects of passive and active innovation resistance on new service adoption, 18th International Research Conference in Service Management, Porquerolles, Frankreich, Juni 2024.
19. 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 Innovation and Product Development Management Conference (IPDMC), Lecco, Italien, Juni 2023.
20. 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 Innovation and Product Development Management Conference (IPDMC), Lecco, Italien, Juni 2023.
21. 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 Innovation and Product Development Management Conference (IPDMC), Lecco, Italien, Juni 2023.
22. Janz, F., Jordanow, S. & Heidenreich, S. (2023): The Dark Side of Sustainable Innovation – When and How Greenwashing of New Products backfires, 30th Innovation and Product Development Management Conference (IPDMC), Lecco, Italien, Juni 2023.
23. 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.

## **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

24. Killmer, J., Heidenreich, S. & Jordanow, S. (2022): If not now, then when? Investigating the effectiveness of countermeasures to mitigate consumer leapfrogging behavior, 29th Innovation and Product Development Management Conference (IPDMC), Hamburg, Deutschland, Juni 2023.
25. 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.
26. 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.
27. Jordanow, S., Heidenreich, S., Kraemer, T. & Obschonka, M. (2021): Together forever? How cocreation influences usage of digital service innovations over-time, 28th Innovation and Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
28. Jordanow, S., Gospodinova, N. & Heidenreich, S. (2021): Fit to perfection? How regulatory fit affects consumer adoption behavior, 28th Innovation and Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
29. Freisinger, E., Heidenreich, S. & Landau, C. (2019): The Dark Side of Business Model Innovation (BMI) – An Empirical Investigation into the Evolvement of BMI Resistance and the Effectiveness of Potential Countermeasures, VHB Tagung, Darmstadt, Deutschland, September 2019.
30. Heidenreich, S., Kraemer, T., Obschonka, M., Millemann, J., Wittkowski, K. & Falk, T. (2019): When Time Flies – The Role of Passive and Active Innovation Resistance for Discontinuous Usage of Service and Product Innovations, 28th Annual Frontiers in Service Conference, Singapur, Singapur, Juli 2019.
31. 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.
32. Schnellbaecher, B., Heidenreich, S., Millemann, J., & Killmer, J. (2018): A cross-level investigation of exploration and exploitation activities at employee level, Academy of Management Conference (AoM), Chicago, USA, August 2018
33. 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.
34. Schnellbaecher, B., Diefenbach, U., Heidenreich, S., Millemann, J., & Killmer, J. (2018): The effects of leader's regulatory focus on exploration and exploitation of employees, Academy of Management Conference (AoM), Chicago, USA, August 2018.

## Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

---

35. 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.
36. 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 Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.
37. 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.
38. 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 Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.
39. 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 Innovation and Product Development Management Conference (IPDMC), Porto, Portugal, Juni 2018.
40. 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.
41. 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.
42. 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 Tagung, Koblenz, Germany, September 2017.
43. 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.
44. 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.

### **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

45. 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.
46. Anagnou, M., Schnellbacher, B., Heidenreich, S., Millemann, J. & Killmer, J. (2017): Business Model Development in Startups, R&D Management Conference, Leuven, Holland, Juli 2017.
47. 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.
48. 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.
49. 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.
50. 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.
51. Killmer, J., Millemann, M., Heidenreich, S. & Schnellbacher, B. (2017): Leapfrogging Behavior and its Determinants in the Context of Technological Innovations, XXVIII ISPIM Innovation Conference, Wien, Österreich, Juni 2017.
52. Freisinger, E., Heidenreich, S. & Landau, C. (2017): Business Model Innovation - Quo Vadis? Status Quo and Future Research Avenues, 23rd Innovation and Product Development Management Conference, Reykjavik, Island, Juni 2017.
53. 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 Innovation and Product Development Management Conference, Reykjavik, Island, Juni 2017.
54. Killmer, J., Millemann, M., Heidenreich, S. & Schnellbacher, B. (2017): Should I buy now or later? Investigating determinants of new product leapfrogging behavior, 23rd Innovation and Product Development Management Conference, Reykjavik, Island, Juni 2017.
55. 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.
56. Gouthier, M., Krämer, T., Heidenreich, S., Donsbach, J. (2016): Basic Emotions and Online Customer Engagement Behavior, SERVSIG 2016, Maastricht, Niederlande, Juni 2016.

### **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

57. 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.
58. 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 Innovation and Product Development Management Conference, Glasgow, Schottland, Juni 2016.
59. 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.
60. 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.
61. 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.
62. Heidenreich, S. & Millemann, J. (2015): To buy or not to buy? Investigating determinants and differences of temporary and continuous rejections of innovations, 22nd Innovation and Product Development Management Conference, Copenhagen, Dänemark, Juni 2015.
63. 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 Innovation and Product Development Management Conference, Copenhagen, Dänemark, Juni 2015.
64. 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.
65. 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.
66. 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.
67. 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.

### **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

68. 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.
69. Krämer, T., Gouthier, M. & Heidenreich, S. (2014): Pride and Turnover Intentions Among Frontline Employees, AMA SERVSIG 2014, Thessaloniki, Griechenland, Juni 2014.
70. 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.
71. Heidenreich, S., Krämer, T. & Handrich, M. (2014): Satisfied and Unwilling - Exploring cognitive and situational Resistance to Innovations, 2014 Global Marketing Conference, Singapur, Juli 2014.
72. Schmidt, J. & Heidenreich, S. (2014): Investigating Organizational Antecedents of Effectual Corporate Entrepreneurship, The XXV ISPIM Innovation Conference, Dublin; Irland, Juni 2014.
73. 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.
74. 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.
75. 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 Innovation and Product Development Management Conference, Limerick, Irland, Juni 2014.
76. 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.
77. 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.
78. 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.
79. 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.

## **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

80. Schulze, M. & Heidenreich, S. (2013): Innovating Organisations towards Energy Efficiency, The XXIV ISPIM conference, Helsinki, Finland, Juni 2013.
81. 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, Finland, Juni 2013.
82. 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.
83. 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 Innovation and Product Development Management Conference, Paris, Frankreich, Juni 2013.
84. 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.
85. 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.
86. Landsperger, J.; Spieth, P. & Heidenreich, S. (2012): How to boost innovation network performance, Academy of Management 2012 Annual Meeting, Boston, USA, August 2012.
87. 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.
88. 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.
89. 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.
90. Heidenreich, S. (2012): What really hinders Innovation Adoption - Exploring cognitive and situational Resistance to Innovations, 19th Innovation and Product Development Management Conference, Manchester, England, Juni 2012
91. Landsperger, J., Spieth, P. & Heidenreich, S. (2012): How network managers contribute to innovation networks, The XXIII ISPIM Conference, Barcelona, Spanien, Juli 2012.
92. 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.

## **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

93. Landsperger, J. Spieth, P. & Heidenreich, S. (2012): Managing Innovation Networks - How Network Managers Contribute to Network Performance, EURAM, Rotterdam, Niederlande, Juni 2012.
94. 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.
95. 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.
96. 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.
97. 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.
98. 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.
99. 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 Innovation and Product Development Management Conference, Delft, Niederlande, Juni 2011.
100. Heidenreich, S. & Talke, K. (2011): Consumers' Resistance to Innovation - No Exception, but the Norm? How passive Innovation Resistance affects New Product Evaluation, 18th Innovation and Product Development Management Conference, Delft, Niederlande, Juni 2011.
101. Heidenreich, S. & Talke, K. (2010): Innovation Resistance - Integrating Negative Outcomes in Innovation Decision Modeling, 39th European Marketing Academy Conference, Copenhagen, Dänemark, Juni 2010.
102. 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.
103. Heidenreich, S. & Talke, K. (2010): Passive Resistance to Innovations - Integrating Resistance to Change in Innovation-Decision Models, 16th Innovation and Product Development Management Conference, Murcia, Spanien, Juni 2010.

### **Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)**

---

104. 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.
105. 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.
106. 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.
107. 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.
108. 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.