

Beiträge in referierten Zeitschriften

(VHB Jourqual 3/Wirtschaftswoche 2019/ISI Impact Factor 2019)

1. Heidenreich, S., Freisinger, E. & Landau, C. (forthcoming): 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*. (VHB=A/WR=0.5/IF=5.000)
2. 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/WR=0.25/IF=4.662)
3. 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/WR=0,25/IF=4,765)
4. 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/WR=0.25/IF=5.846)
5. 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/WR=0.25/IF=-)
6. 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=C/WR=0,1/IF=-)
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9. 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/WR=0,25/IF=2.370)
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11. 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*, 21(2), 91-116. (VHB=B/WR=0.25/IF=3.351)
12. Diefenbach, U., Schnellbacher, B. & Heidenreich, S. (2020): Using regulatory fit in cost reduction announcements, *Journal of Accounting & Organizational Change*. (VHB=B/WR=0.25/IF=-)

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13. 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/WR=0,25/IF=-)
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15. 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/WR=0.25/IF=-)
16. 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/WR=0.25/IF=-)
17. 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/WR=0,25/IF=-)
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20. 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/WR=0.25/IF=2.369)
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28. 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/WR=0.25/IF=4.041)
29. 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/WR=0.5/IF=6.539)
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32. 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/WR=0.25/IF=1.533)
33. 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/WR=0.5/IF=5.000)
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35. 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/WR=0.5/IF=6.382)
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37. 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/WR=0.1/IF=3.512)
38. 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/WR=0.25/IF=-)
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Weitere Veröffentlichungen

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Beiträge auf Konferenzen mit Begutachtungsprozess

1. Jordanow, S., Gospodinova, N. & Heidenreich, S.: Fit to perfection? How regulatory fit affects consumer adoption behavior, 28th International Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
2. Vermehren, P., Burmeister-Lamp, N. & Heidenreich, S.: Fit to perfection? How regulatory fit affects consumer adoption behavior, 28th International Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
3. Jordanow, S., Heidenreich, S., Kraemer, T. & Obschonka, M.: Together forever? How cocreation influences usage of digital service innovations over-time, 28th International Product Development Management Conference (IPDMC), Mailand, Italien, Juni 2021.
4. 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 TIE Tagung, Darmstadt, Deutschland, September 2019.

Beiträge auf Konferenzen mit Begutachtungsprozess (Forts.)

5. 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.
6. 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.
7. 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.
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10. 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.
11. 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.
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13. 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.
14. 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.

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17. 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.
18. Anagnou, M., Schnellbacher, 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.
19. 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.
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27. 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.
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29. 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.
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33. 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.
34. 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.
35. 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.
36. 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.

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37. 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.
38. 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.
39. 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.
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45. 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.
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47. Schmidt, J. & Heidenreich, S. (2014): Investigating Organizational Antecedents of Effectual Corporate Entrepreneurship, The XXV ISPIM Innovation Conference, Dublin; Irland, Juni 2014.

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48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.
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57. 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.
58. 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.
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61. Landsperger, J.; Spieth, P. & Heidenreich, S. (2012): How to boost innovation network performance, Academy of Management 2012 Annual Meeting, Boston, USA, August 2012.
62. 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.
63. 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.
64. 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.
65. 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.
66. Landsperger, J., Spieth, P. & Heidenreich, S. (2012): How network managers contribute to innovation networks, The XXIII ISPIM Conference, Barcelona, Spanien, Juli 2012.
67. 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.
68. Landsperger, J. Spieth, P. & Heidenreich, S. (2012): Managing Innovation Networks - How Network Managers Contribute to Network Performance, EURAM, Rotterdam, Niederlande, Juni 2012.
69. 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.
70. 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.
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72. 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.
73. 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.
74. 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.
75. 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.
76. Heidenreich, S. & Talke, K. (2010): Innovation Resistance - Integrating Negative Outcomes in Innovation Decision Modeling, 39th European Marketing Academy Conference, Copenhagen, Dänemark, Juni 2010.
77. 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.
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79. 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.
80. 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.
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82. 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.
83. 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.