

Beiträge in referierten Zeitschriften

VHB Jourqual 3/Wirtschaftswoche 2019/Impact factor (JCR® by Clarivate Analytics, 2022)

1. Heidenreich, S., Millemann, J., Jordanow, S. (forthcoming): Better late than never! Investigating Determinants of and Differences between Temporary and Continuous Innovation Rejection. *International Journal of Innovation Management* (VHB=B/WR=0.25/IF=-)
2. Killmer, J., Heidenreich, S. (forthcoming): First come, first served – Investigating strategies to overcome consumer leapfrogging behavior. *International Journal of Innovation Management*. (VHB=B/WR=0.25/IF=-)
3. 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=9.885)
4. 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= 9.450)
5. 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=6.017)
6. 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=10.884)
7. 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=-)
8. 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=3.889)
9. 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/WR=0.25/IF=-)
10. 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/WR=0.25/IF=-)
11. 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=5.507)
12. 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/WR=0.5/IF=9.885)

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13. 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=3.819)
14. 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=-)
15. 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=8.702)
16. 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/WR=0.25/IF=8.890)
17. 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=)
18. 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=5.337)
19. 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=-)
20. 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/WR=0.25/IF=-)
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25. 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/WR=0.25/IF=-)
26. 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/WR=0.25/IF=10.884)
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29. 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/WR=0.25/IF=7.825)
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31. 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=7.202)
32. 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=B/WR=0.25/IF=-)
33. 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/WR=0.25/IF=6.026)
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35. 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=9.885)
36. 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/WR=0.25/IF=11.072)
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38. 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/WR=0.25/IF=5.962)
39. 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=4.545)
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48. 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/WR=0.5/IF=9.885)
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53. 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/WR=0.25/IF=-)
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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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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, 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.
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.

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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.
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.
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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.
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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.

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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.

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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.
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.
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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.
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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.
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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.
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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.
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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.
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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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