

Publication List

Prof. Dr. Björn Sven Ivens (April 2024)

A. Monographs and Edited Volumes

- A.12 Gibbert, M.; Ivens, B.S.; Leischnig, A. (2023): [Managing the Worst of all Types of Waste: Food Waste](#), Industrial Marketing Management, Special Issue (Edited volume).
- A.11 Diller, H., Beinert, M., Ivens, B.S., Müller, S. (2020): [Pricing](#), 5th ed., Stuttgart : Kohlhammer (Text book).
- A.10 Chakrabarti, R.; Henneberg, S.; Ivens, B.S. (2020): [Open Sustainability – Perspectives on Sustainability Partnerships and Networks on Business Markets](#), Industrial Marketing Management, Special Section (Edited volume).
- A.9 Becker, W.; Eierle, B.; Fliaster, A., Ivens, B.S.; Leischnig, A.; Pflaum, A.; Sucky, E. (2018): [Geschäftsmodelle in der digitalen Welt – Strategien, Prozesse und Praxiserfahrungen](#), Berlin : Springer Gabler (Edited volume).
- A.8 Ivens, B.S.; Vos, B.; Van de Vijver, M. (2013): [Key Supplier Management](#), Industrial Marketing Management, Special Issue (Edited volume).
- A.7 Diller, H.; Fürst, A.; Ivens, B.S. (2011): [Grundprinzipien des Marketing](#), 3. Aufl., Nürnberg : WIGIM (Text book).
- A.6 Bussmann, W.; Ivens, B.S. (2011): [Entlohnungssysteme im Key Account Management: Ergebnisse einer empirischen Studie](#), Bamberg / Düsseldorf : Universität Bamberg / Mercuri International / European Foundation for KAM.
- A.5 Ivens, B.S.; Pardo, C.; Tunisini, A. (2009): [Integrating Marketing and Purchasing Functions on Business Markets](#), Industrial Marketing Management, Special Issue (Edited volume).
- A.4 Ivens, B.S. (2009): [Prozessorientiertes Marketing – Konzeptionelle Grundlagen und Ergebnisse einer empirischen Studie zu Verbreitungsgrad, Antezedenten und Erfolgswirkungen](#), Nürnberg : GIM-Verlag (Habilitation thesis, published).
- A.3 Haas, A.; Ivens, B.S. (2005, Hrsg.): [Innovatives Marketing: Entscheidungsfelder – Management – Instrumente](#), Wiesbaden : Gabler Verlag (Edited volume).
- A.2 Diller, H.; Haas, A.; Ivens, B.S. (2005): [Verkauf und Kundenmanagement – Eine prozessorientierte Konzeption](#), Stuttgart : Kohlhammer Verlag (Text book).
- A.1 Ivens, B.S. (2002): [Beziehungsstile im Business-to-Business-Geschäft: Formen, Erfolgswirkungen und Determinanten einer Differenzierung des Beziehungsmarketing](#), Nürnberg : GIM-Verlag (Doctoral thesis, published).

B. Publications in Journals, Proceedings, and Edited Volumes

B.I Publications in Peer-Reviewed Journals

- B.I.91 Wieland, D., Ivens, B.S., Kutschma, E. Rauschnabel, P. (2024), Augmented and Virtual Reality in Managing B2B Customer Experiences, [Industrial Marketing Management](#), *forthcoming*.
- B.I.90 Rochi, M., Rauschnabel, P., Ivens, B.S., Renner, K.H. (2024), Technology Paternalism: Development and Validation of a Measurement Scale, [Psychology & Marketing](#), *forthcoming*.
- B.I.89 Ivens, B.S., Kasper-Brauer, K., Leischnig, A., Thornton, S. (2024), Implementing customer relationship management successfully: A configurational perspective, [Technological Forecasting & Social Change](#), *forthcoming*.
- B.I.88 Ivens, B.S. (2023), Gender Issues in Key Account Management Research: A Systematic Literature Review and Avenues for Future Research, [Industrial Marketing Management](#), 111, 81-96. doi.org/10.1016/j.indmarman.2023.03.009
- B.I.87 Gibbert, M., Ivens, B.S., Leischnig, A. (2023), Toward a better understanding of value destruction: The case of food waste, [Industrial Marketing Management](#), 110, A1-A3. doi.org/10.1016/j.indmarman.2023.02.001
- B.I.86 Peters, L., Ivens, B.S., Pardo, C. (2022), Key account managers' identification profiles and effectiveness: A fuzzy-set qualitative comparative analysis, [Industrial Marketing Management](#), *forthcoming*. doi.2020.07.020
- B.I.85 Feste, J., Ivens, B.S., Pardo, C. (2022), Key Account Management Formalization and Effectiveness: A Fuzzy-Set Qualitative Comparative Analysis, [Industrial Marketing Management](#), *forthcoming*. doi.org/
- B.I.84 Kadam, N., Niersbach, B., Ivens, B.S. (2022). The Cultural Factors in Global Account Management: The Case of Indian Buyers and German Suppliers. [Journal of Business & Industrial Marketing](#), *forthcoming*.
- B.I.83 Pardo, C., Ivens, B.S., Wei, R. (2022), Integrating the business networks and internet of things perspectives: A system of systems (SoS) approach for industrial markets, [Industrial Marketing Management](#), 104, 258-275. doi.org/10.1016/j.indmarman.2022.04.012
- B.I.82 Hémonnet-Goujot, A., Ivens, B.S., Pardo, C. (2022), Network creativity: A conceptual lens for inter- and intra-organisational creative processes, [Industrial Marketing Management](#), 102, 503-513. doi.org/10.1016/j.indmarman.2022.02.002
- B.I.81 Herhausen, D.B., Ivens, B.S., Spencer, R., Weiber, M. (2022), Key account management configurations and their effectiveness: A quasi-replication and extension, [Industrial Marketing Management](#), 101, 98-112. doi.org/10.1016/j.indmarman.2021.12.002

- B.I.80 Cova, B., Ivens, B.S., Spencer, R. (2021), The Ins and Outs of Market Shaping: Exclusion as a Dark Side, [Journal of Business Research](#), Special Issue: Market Shaping and Innovation, 124, 483-493. doi.org/10.1016/j.jbusres.2020.10.014
- B.I.79 Feste, J., Ivens, B.S., Pardo, C. (2020), Key account selection as a political process: Conceptual foundation and exploratory investigation, [Industrial Marketing Management](#), 90, 417-434. doi.org/10.1016/j.indmarman.2020.07.024
- B.I.78 Peters, L., Ivens, B.S., Pardo, C. (2020), Identification as a challenge in key account management: Conceptual foundations and a qualitative empirical study, [Industrial Marketing Management](#), 90, 300-313. doi.org/10.1016/j.indmarman.2020.07.020
- B.I.77 Pardo, C., Ivens, B.S., Pagani, M. (2020), Are products striking back? The rise of smart products in business markets, [Industrial Marketing Management](#), 90, 205-220. doi.org/10.1016/j.indmarman.2020.06.011
- B.I.76 Chakrabarti, R., Henneberg, S.C., Ivens, B.S. (2020), Open Sustainability: Conceptualization and Considerations, [Industrial Marketing Management](#), 89, 528-534. doi.org/10.1016/j.indmarman.2020.04.024
- B.I.75 Fleischmann, M., Ivens, B.S.; Krishnamachari, B. (2020), Blockchain Technology as a Means of Brand Trust Repair, [Proceedings of the 53rd Hawaii International Conference on System Sciences Conference](#). <https://aisel.aisnet.org/hicss-53/os/blockchain/6/>
- B.I.74 Ivens, B.S., Riedmüller, F., Van Dyck, P. (2020), Success factors in managing the sponsor–sponsee relationship—A fuzzy-set qualitative comparative analysis for state-owned enterprises in Germany, [International Journal of Sports Marketing and Sponsorship](#), 21(4), 577-596. 10.1108/IJSMS-09-2019-0102
- B.I.73 Riedmüller, F., Ivens, B.S., Van Dyck, P. (2020), Sponsorship Research Over Three Decades: A Bibliometric Citation Analysis, [Academic Journal of International Economics and Management Research](#), 1(1), 24-32.
- B.I.72 Pardo, C., Ivens, B.S., Niersbach, B. (2020), An Identity Perspective on Key Account Managers as Paradoxical Relationship Managers, [Industrial Marketing Management](#), 89, 355-372. <https://doi.org/10.1016/j.indmarman.2019.10.008>
- B.I.71 Fleischmann, M., Ivens, B.S. (2019), Exploring the Role of Trust in Blockchain Adoption – An Inductive Approach, [Proceedings of the 52nd Hawaii International Conference on System Sciences Conference](#), 6845-6854.
- B.I.70 Hein, D., Rauschnabel, P., He, J., Richter, L., Ivens, B.S. (2018), What Drives the Adoption of Autonomous Cars?, [Proceedings of the 39th International Conference on Information Systems \(ICIS\)](#), San Francisco.
- B.I.69 Haikel-Elsabeh, M., Zhao, Z., Ivens, B.S.; Brem, A. (2018), When is Brand Content Shared on Facebook? A Field Study on Online Word-of-Mouth, [International Journal of Market Research](#), 61(3), 287-301.

- B.I.68 Ivens, B.S., Leischnig, A., Pardo, C., Niersbach, B. (2018), Key Account Management as a Firm Capability, [Industrial Marketing Management](#), 74, 39 – 49. doi.org/10.1016/j.indmarman.2017.09.026
- B.I.67 Leischnig, A., Ivens, B.S., Kammerlander, N. (2017), A New Conceptual Lens for Marketing: A Configurational Perspective Based on the Business Model Concept, [Academy of Marketing Science Review](#), 7(3), 138 - 153. dx.doi.org/10.1007/s13162-017-0107-6
- B.I.66 Kampfer, K., Leischnig, A., Ivens, B.S., Spence, C. (2017), Touch-Flavor Transference: Assessing the Effect of Packaging Weight on Gustatory Evaluations, Desire for Food and Beverages, and Willingness to Pay, [PLOS ONE](#), open access journal, 12(10), e0186121.
- B.I.65 Leischnig, A., Ivens, B.S., Niersbach, B., Pardo, C. (2017), Mind the Gap: A Process Model for Diagnosing Barriers to Key Account Management Implementation, [Industrial Marketing Management](#), *published as online first version, print version in press*. dx.doi.org/10.1016/j.indmarman.2017.07.008
- B.I.64 Leischnig, A., Wöfl, S., Ivens, B.S. (2017), From Digital Business Strategy to Market Performance: Insights into Key Concepts and Processes, [Proceedings of the 38th International Conference on Information Systems \(ICIS\)](#), Seoul, South Korea, Manuscript ID ICIS-t.b.a..
- B.I.63 Hein, D., Ivens, B.S., Leischnig, A. (2017), From CRM-System Effectiveness to Profitability, [Proceedings of the 38th International Conference on Information Systems \(ICIS\)](#), Seoul, South Korea, Manuscript ID ICIS- t.b.a..
- B.I.62 Wöfl, S., Leischnig, A., Ivens, B.S. (2017), Analytics, Innovativeness, and Innovation Performance, [Proceedings of the 38th International Conference on Information Systems \(ICIS\)](#), Seoul, South Korea.
- B.I.61 Kampfer, K., Ivens, B.S., Brem, A. (2017), Multisensory innovation: Haptic input and its role in product design, [IEEE Engineering Management Review](#), 45(4), 32-38. 10.1109/EMR.2017.2768504
- B.I.60 Hillebrandt, I., Ivens, B.S., Molloy, J., Oppelt, H., Rauschnabel, P.A. (2017). Measuring and Managing Organizations' Social Media Climate: The Social Media Climate Index (SOMECLIX), [International Journal of Technology Marketing](#), 13(1), 1-20. doi.org/10.1504/IJTMKT.2018.099854
- B.I.59 Brech, F., Messer, U., Vander Schee, B.A., Rauschnabel, P.A., Ivens, B.S. (2017). Engaging Fans and the Community: Examining Factors Related to Interaction with Institutions of Higher Education, [Journal of Marketing for Higher Education](#), 27(1), 112-130. dx.doi.org/10.1080/08841241.2016.1219803
- B.I.58 Ivens, B.S., Burkert, M., Henneberg, S., Schradi, P. (2016), Organizing for Value Appropriation: Configurations and Performance Outcomes of Price Management, [Industrial Marketing Management](#), 61, 194-209. dx.doi.org/10.1016/j.indmarman.2016.06.007
- B.I.57 Vöster, J., Ivens, B.S., Leischnig, A. (2016), Partitioned Pricing: Review of the Literature and Directions for Future Research, [Review of Managerial Science](#), 11(4), 879-931. DOI: 10.1007/s11846-016-0208-x

- B.I.56 Paulssen, M., Leischnig, A., Ivens, B.S., Birk, M. (2016), Relational Norms in Customer-Company Relationships: Net and Configurational Effects, *Journal of Business Research*, 69 (12), 5866-5874. [dx.doi.org/10.1016/j.jbusres.2016.04.101](https://doi.org/10.1016/j.jbusres.2016.04.101)
- B.I.55 Leischnig, A., Wölfl, S., Ivens, B.S. (2016), When Does Digital Business Strategy Matter to Market Performance?, *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland, Manuscript ID ICIS-0717-2016.
- B.I.54 Ivens, B.S., Pardo, C., Niersbach, B., Leischnig, A. (2016), Firm-internal key account management networks: Framework, case study, avenues for future research, *Industrial Marketing Management*, 45, 102-113.
- B.I.53 Rauschnabel, P.A., Kammerlander, N., Ivens, B.S. (2016), Collaborative Brand Attacks in Social Media: Exploring the Antecedents, Characteristics, and Consequences of a New Form of Brand Crisis, *Journal of Marketing Theory & Practice*, 24(4), 381-410. [dx.doi.org/10.1080/10696679.2016.1205452](https://doi.org/10.1080/10696679.2016.1205452)
- B.I.52 Rauschnabel, P.A., Krey, N., Babin, B.J., Ivens, B.S. (2016), Brand Management in Higher Education: The University Brand Personality Scale, *Journal of Business Research*, 69(8), 3077-3086.
- B.I.51 Ivens, B.S.; Pardo, C. (2016), Managerial Implications of Research on Inter-organizational Interfaces: The Case of Key Account Management, *The IMP Journal – Industrial Marketing & Purchasing*, 10(1), 25-49.
- B.I.50 Leischnig, A., Ivens, B.S., Henneberg, S. (2015), When Stress Frustrates & When It Does Not: Configural Models of Frustrated versus Mellow Salespeople, *Psychology & Marketing*, 32 (11), 1098-1114.
- B.I.49 Ivens, B.S.; Niersbach, B.; Pardo, C. (2015), Key Account Management: Selling? Or Providing Services? ... Or Both?, *Marketing Review St. Gallen*, 32 (6), 70-78.
- B.I.48 Ivens, B.S., Leischnig, A., Müller, B., Valta, K. (2015), On the role of brand stereotypes in shaping consumer response toward brands: An empirical examination of direct and mediating effects of warmth and competence, *Psychology & Marketing*, 32 (8), 808-820.
- B.I.47 Rauschnabel, P.A., Herz, M., Schlegelmilch, B., Ivens, B. (2015), Brands and religious labels: A spillover perspective, *Journal of Marketing Management*, 31(11/12), 1285-1309. [dx.doi.org/10.1080/0267257X.2015.1013489](https://doi.org/10.1080/0267257X.2015.1013489)
- B.I.46 Rauschnabel, P.A., Brem, A., Ivens, B.S. (2015), Who will buy smart glasses? Empirical results of two pre-market-entry studies on the role of personality in individual awareness and intended adaption of Google Glass, *Computers in Human Behavior*, 49, 635-647.
- B.I.45 Ivens, B.S., Pardo, C. (2015), Fragmentierung von Marketing- und Vertriebseinheiten: Sicherung von Effektivität und Effizienz durch Alignment, *Marketing Review St. Gallen*, 32 (5), 52-59.

- B.I.44 Horn, C.F., Ohneberg, M., Ivens, B.S., Brem, A. (2015), Prediction Markets – A literature review 2014 following Tziralis and Tatsiopoulos, [Journal of Prediction Markets](#), 8 (2), 89-126.
- B.I.43 Pardo, C, Ivens, B.S., Wilson, K. (2014), Differentiation and alignment in key account management implementation, [Industrial Marketing Management](#), 43 (7), 1136-1145.
- B.I.42 Ivens, B.S., Pardo, C. (2014), The role of key account management in marketing and sales intelligence, [Marketing Review St. Gallen](#), 31 (4), 32-41.
- B.I.41 Horn, C.F., Brem, A., Ivens, B.S. (2014), Damaging Brands through Marketing Research? Forecasting with Prediction Markets integrating Customers and their effects on Brands, [Marketing Intelligence and Planning](#), 32 (2), 232-248.
- B.I.40 Pardo, C, Ivens, B.S., Wilson, K. (2013), Assessing and strengthening internal alignment of new marketing units: An interpretative tool, [Industrial Marketing Management](#), 42, 1074-1082.
- B.I.39 Ivens, B.S., Van de Vijver, M., Vos, B. (2013), Managing key supplier relationships on business markets, [Industrial Marketing Management](#), 42 (2), 135-138.
- B.I.38 Rauschnabel, P., Mau, G., Ivens, B.S. (2013), Who “Likes” Brands? Exploring the Characteristics of Brand Fans on Facebook, [Advances in Advertising Research](#), Springer, 43-54.
- B.I.37 Rauschnabel, P. A., Mrkwicka, K., Koch, V., Ivens, B. S. (2013): Social Media Guidelines. In: [Marketing Review St. Gallen](#), 30 (5), 36-47.
- B.I.36 Brem, A., Ivens, B.S. (2013): Do Frugal and Reverse Innovation Foster Sustainability? Introduction of a Conceptual Framework, [Journal of Technology Management for Growing Economies](#), 4 (2), 31-50.
- B.I.35 Maiwald, D., Ahuvia, A., Ivens, B.S., Rauschnabel, P.A. (2013), The Hijacking Effect of Ambient Scent, [Marketing Review St. Gallen](#), 30 (2), 50-59.
- B.I.34 Ivens, B.S., Valta, K. (2012), Customer brand personality perception: A taxonomic analysis, [Journal of Marketing Management](#), 28 (9/10), 1062-1093.
- B.I.33 Burkert, M., Ivens, B.S., Shan, J. (2012), Governance mechanisms in domestic and international buyer-supplier relationships: An empirical study, [Industrial Marketing Management](#), 41 (3), 544-556.
- B.I.32 Barmeyer, C., Ivens, B.S. (2011), Wissenstransfer in der Betriebswirtschaftslehre: Eine Untersuchung anhand ausgewählter akademischer Zeitschriften in Deutschland und Frankreich, [Zeitschrift für Management](#), 6 (2), 117-142.
- B.I.31 Müller, B., Kocher, B., Ivens, B.S. (2011), Contrefaçons de produits de luxe : une étude de la perception et de l'intention d'achat selon le lieu d'achat, [Revue Francaise de Gestion](#), 194.

- B.I.30 Helm, R., Ivens, B.S., Gehrler, M., Möller, M. (2010), Information processing in personal selling interactions: Moderating effects depending on the capability of information assessment, [International Journal of Business Research](#), 10 (4), 63-79.
- B.I.29 Barmeyer, C., Ivens, B.S. (2010), Un dialogue de sourds? Transfert scientifique franco-allemand à partir des revues académiques de gestion (1985-2005), [Revue d'Allemagne](#), 42 (2), 237-253.
- B.I.28 Beinert, M., Ivens, B.S. (2010), Nicht-lineare Effekte bei Marketinginnovationen [Marketing-Review St. Gallen](#), 27 (5), 48-53.
- B.I.27 Usunier, J.-C., Roulin, N., Ivens, B.S. (2009), Cultural, National, and Industry-level Differences in B2B Web Site Design and Content, [International Journal of Electronic Commerce](#), 14 (2). 41-87
- B.I.26 Ivens, B.S., Pardo, C., Tunisini, A. (2009), Organizing and Integrating Marketing and Purchasing in Business Markets, [Industrial Marketing Management](#), 38, 851-856.
- B.I.25 Ott, C., Ivens, B.S. (2009), Revisiting the Norm Concept in Relational Governance, [Industrial Marketing Management](#), 38, 577-583.
- B.I.24 Ivens, B.S., Guese, K., Mueller, B. (2009), A Taxonomy of Price Behavior, Working Paper Abstract, [Advances in Consumer Research](#), XXVI, 188-189.
- B.I.23 Ivens, B.S. (2009): Wertschöpfungs- und Werteforderungsnormen im Rahmen der „Plural Form Governance“: Ein empirischer Test in Key-Account- und Nicht-Key-Account-Dyaden, [Zeitschrift für Betriebswirtschaft](#), 79 (2), 135-160.
- B.I.22 Ivens, B.S., Pardo, C., Salle, R., Cova, B. (2009), Relationship Keyness: The Underlying Concept for Different Forms of Key Relationship Management, [Industrial Marketing Management](#), 38, 513-519.
- B.I.21 Ivens, B.S., Mayrhofer, U. (2009), Les déterminants de la flexibilité dans la relation client-fournisseur, [Revue Française de Gestion](#), 192, 45-58.
- B.I.20 Ivens, B.S., Pardo, C. (2008): Key Account Management in Business Markets: An Empirical Test of Common Assumptions, [Journal of Business & Industrial Marketing](#), 23 (5), 301-310.
- B.I.19 Blois, K.J.; Ivens, B.S. (2007): Method Issues in the Measurement of Relational Norms, [Journal of Business Research](#), 60 (5), 556-565.
- B.I.18 Ivens, B.S., Pardo, C. (2007): Are Key Account Relationships Different? Empirical Results on Supplier Strategies and Customer Reactions, [Industrial Marketing Management](#), 36 (4), 470-482.
- B.I.17 Kocher, B.; Mueller, B.; Chauvet, V.; Ivens, B.S. (2007): Is the Internet a New Eldorado for Counterfeits?, [Advances in Consumer Research](#), XXXV.

- B.I.16 Ivens, B.S. (2007): Sollten Marketing und Vertrieb prozessorientiert geführt werden?, [Thexis – Fachzeitschrift für Marketing](#), 24 (1), 22-27.
- B.I.15 Diller, H.; Ivens, B.S. (2006): Process Oriented Marketing, [Marketing – Journal of Research and Management](#), 2 (1), 47-62.
- B.I.14 Blois, K.J.; Ivens, B.S. (2006): Measuring Relational Norms: Some Methodological Issues, [European Journal of Marketing](#), 40 (3/4), 352-365.
- B.I.13 Ivens, B.S. (2006): Norm-Based Relational Behaviors: Is There an Underlying Dimensional Structure?, [Journal of Business & Industrial Marketing](#), 21 (2), 94-105. *Selected as Best Paper in the Journal's « Highly Commended Awards » for 2006.*
- B.I.12 Ivens, B.S. (2005): Identifying Differences in Foreign Customers' Relational Behavior: An Exploratory Study Using Multidimensional Scaling, [Advances in International Marketing](#), 16 (10), 251-274.
- B.I.11 Ivens, B.S. (2005): Flexibility in Industrial Service Relationships: The Construct, Antecedents, and Performance Outcomes, [Industrial Marketing Management](#), 34, 566-576.
- B.I.10 Diller, H.; Ivens, B.S. (2004): Beziehungsstile im Business-to-Business-Geschäft: Konzeptionelle Überlegungen und empirische Ergebnisse zur Differenzierung des Beziehungsmarketing, [ZfB - Zeitschrift für Betriebswirtschaft](#), 74 (3), 249-271.
- B.I.9 Ivens, B.S. (2004): Drivers and Effects of Customer-Directed Communication in Business Relationships: Theoretical Foundations and an Empirical Study, [DBW - Die Betriebswirtschaft](#), 64 (2), 195-210.
- B.I.8 Ivens, B.S. (2004): Anbieterflexibilität in Dienstleistungsbeziehungen: Konstrukt - Erfolgswirkungen - Determinanten, [Marketing ZFP](#), 26 (3), 215-227.
- B.I.7 Ivens, B.S.; Blois, K. (2004): Relational Exchange Norms in Marketing: A Critical Review of Macneil's Contribution, [Marketing Theory](#), 4 (3), 239-263.
- B.I.6 Ivens, B.S. (2004): Industrial Sellers' Relational Behavior: Relational Styles and their Impact on Relationship Quality, [Journal of Relationship Marketing](#), 3 (4), 27-43.
- B.I.5 Ivens, B.S. (2004): How Relevant Are Different Forms of Relational Behavior? An Empirical Test Based on Macneil's Exchange Framework, [Journal of Business & Industrial Marketing](#), 19 (5), 300-309.
- B.I.4 Ivens, B.S.; Pardo, C. (2004): Les clients comptes clés sont-ils vraiment traités différemment ? Le point de vue des clients, [RAM - Recherche et Applications en Marketing](#), 19 (4), 3-22.
- B.I.3 Ivens, B.S. (2003): Key-Account-Management: Empirische Ergebnisse zu Kundenpriorisierung und Kundenreaktionen, [Die Unternehmung - Schweizerische Zeitschrift für Betriebswirtschaft](#), 57 (3), 217-235.

- B.I.2 Ivens, B.S.; Mayrhofer, U. (2003): Les facteurs de réussite du marketing relationnel, [Décisions Marketing](#), 31 (Juillet-Septembre), 39-47.
- B.I.1 Diller, H.; Ivens, B. (2000) : Passage à l'Euro et psychologie des prix. Fondements théoriques et résultats empiriques, [RAM - Recherche et Applications en Marketing](#), Numéro spéciale 'politique de prix', 15 (3), 29-41.
Cf Desmet, P., Gaston-Breton, C. (2001): Mesure de l'effet Euro sur la demande des marques à prix bas: une réplique de l'étude de Diller et Ivens pour des produits à prix faible, RAM, 16 (4), 47-56 (replication of our study, confirms our results).

B.II Reviewed Conference Proceedings Publications

- B.II.131 Ivens, B., Niersbach, B., Ahmadi, A. (2022), Toward Agile Key Account Management: Developing a conceptual framework to establish an Agile Key Account Team Environment, [CBIM 2022 International Conference](#), Atlanta, GA, USA, June 21-23, 2022.
- B.II.130 Kadam, N., Niersbach, B., Ivens, B. (2022), The Conceptual Model for Global Account Management and Organizational Culture. [CBIM 2022 International Conference](#), Atlanta, GA, USA, June 21-23, 2022.
- B.II.129 Ivens, B., Kadam, N., Niersbach, B. (2022), The Cultural Factors in Global Account Management [Case of India and Germany], [21st IMT Conference](#), Rome, Italy, January 20-22, 2022.
- B.II.128 Niersbach, B., Hohl, E., Ivens, B. (2022), Complex and new market challenges call for sophisticated job specifications in Key Account Management – a qualitative analysis about the role and competence profile KAM generation next, [21st IMT Conference](#), Rome, Italy, January 20-22, 2022.
- B.II.127 Ivens, B., Niersbach, B., Kadam, N. (2021), Cultural factors influencing Global Account Management in an Indian and German context, [37th Annual IMP Conference](#), Cork, Ireland, August 26-27, 2021.
- B.II.126 Niersbach, B., Ivens, B., Pardo, C. (2021), Complex and new market challenges call for sophisticated job specifications in Key Account Management – a qualitative analysis about the role and competence profile “KAM generation next, [37th Annual IMP Conference](#), Cork, Ireland, August 26-27, 2021.
- B.II.125 Ivens, B., Niersbach, B., Ahmadi, A. (2021), Challenges of implementing an effective Key Account Management system in a high context culture: The Middle East countries. [CBIM 2021 International Conference](#), Atlanta, GA, USA, June 22-24, 2021.
- B.II.124 Ivens, B., Niersbach, B., Kadam, N. (2021), Cultural factors influencing Global Account Management in an Indian and German context, [CBIM 2021 International Conference](#), Atlanta, GA, USA, June 22-24, 2021.

- B.II.123 Niersbach, B., Hohl, E., Ivens, B. (2021), The KA Manager as an “Intrapreneur” of the company - a qualitative analysis investigating the role and competence model of future KA Managers. [CBIM 2021 International Conference](#), Atlanta, GA, USA, June 22-24, 2021.
- B.II.122 Pardo, C., Wei, R., Ivens, B.S. (2020), A system of systems approach to interconnectedness: Integrating the business networks, the Internet-of-Things, and the business ecosystems perspectives, [36th Annual Conference of the Industrial Marketing and Purchasing Group \(IMP\)](#), University of Örebro.
- B.II.121 Riedmüller, F., Ivens, B.S., Van Dyck, P. (2020), Sponsorship research over three decades: A bibliometric citation analysis, [MAC MME Conference](#), Prague.
- B.II.120 Feste, J., Ivens, B.S., Pardo, C. (2020), Key account selection as a political process: Conceptual foundation and exploratory investigation, [3rd Industrial Marketing Management Summit](#), University of Pennsylvania.
- B.II.119 Pardo, C., Ivens, B.S., Pagani, M. (2020), Are products striking back? When smartness changes the business product, [2nd Industrial Marketing Management Summit](#), Copenhagen Business School.
- B.II.118 Schunke, M., Niersbach, B., Ivens, B.S., Pardo, C. (2019): Key Account Management and digitalization: A case study approach to possible transformations in the management of strategic customers, [9th BMM-EMAC Biennial International Conference on Business Market Management](#), Freie Universität Berlin.
- B.II.117 Ivens, B.S. (2018): The Current State of Key Account Management Research and Avenues for Future Research, [34th Annual Conference of the Industrial Marketing and Purchasing Group \(IMP\)](#), Marseille (F), September 5th-7th, 2018, Université d’Aix-Marseille.
- B.II.116 Ivens, B.S.; Uhl, F.; Niersbach, B.; Pardo, C. (2018): Governance Structures in Business Relationships: The Role of Corporate Compliance Programs Between Relationship-Level and Higher-Level Governance Mechanisms, [34th Annual Conference of the Industrial Marketing and Purchasing Group \(IMP\)](#), Marseille (F), September 5th-7th, 2018, Université d’Aix-Marseille.
- B.II.115 Benoit, S.; Forkmann, S.; Hartmann, J.; Henneberg, S.; Ivens, B.S. (2018): Trust Damage and Trust Repair in Supply Chains, [Proceedings of the Academy of Management Conference](#), Chicago (USA), August 10th-13th 2018.
- B.II.114 Ivens, B.S.; Niersbach, B.; Pardo, C. (2018): Organizational commitment in strategic buyer-supplier relationships: Conceptual foundations, a case study, and avenues for future research, [Proceedings of the Bi-Annual Academic Conference of the Institute for the Study of Business Markets \(ISBM\)](#), Boston (USA), August 8th-9th 2018, MIT Sloan School of Business.
- B.II.113 Leischnig, A.; Ivens, B.S.; Thornton, S.; Pardo, C. (2018): Price assessment in business relationships: An analysis of net and configurational effects of relationship attributes, [Proceedings of the 1st Industrial Marketing Management Summit](#), Copenhagen (DK), January 24th-26th 2018, Copenhagen Business School.

- B.II.112 Ivens, B.S.; Pardo, C.; Tournier-Ivens, S. (2018): Customer Management as Business Model Management: A Conceptualization and a Research Agenda for Business Markets, [Proceedings of the 1st Industrial Marketing Management Summit](#), Copenhagen (DK), January 24th-26th 2018, Copenhagen Business School.
- B.II.111 Pardo, C.; Ivens, B.S.; Niersbach, B. (2018): Individual and Inter-organizational interfaces: Six oppositions and their effect on the management and performance of buyer-seller relationships, [Proceedings of the 1st Industrial Marketing Management Summit](#), Copenhagen (DK), January 24th-26th 2018, Copenhagen Business School.
- B.II.110 Leischnig, A., Ivens, B.S., Thornton, S., Pardo, C. (2016), Price Assessment in Business Relationships: An Analysis of Net and Combinatory Effects, [Global Marketing Conference - GAMMA](#), Hong Kong, July 21st – 24th 2016.
- B.II.109 Ivens, B.S., Pardo, C., Schmidt-Vogt, A. (2016): Global account management implementation: A case study of structural dimensions, configurational dimensions, and their impact on performance, [Proceedings of the 2016 Oxford Conference on Professional Service Firms](#), Merton College / Said Business School, Oxford, July 11th & 12th 2016.
- B.II.108 Rauschnabel, P.A.; Zielke, S.; Krey, N., Munta, F., Ivens, B.S. (2016): New conceptual insights into brand fit and co-branding, [Proceedings of the 2016 AMA Winter Marketing Educators' Conference](#), Las Vegas, NV, Feb 26-28, 2016.
- B.II.107 Ivens, B.S.; Niersbach, B.; Schunke, M. (2017) Key account management: Bibliometric analysis of the literature, [BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with EMAC 2017](#), Graz, Austria, 6-8 July 2017.
- B.II.106 Ivens, B.S.; Niersbach, B.; Pardo, C. (2017): Organisational commitment in key account management / organisational interface functions, [BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with EMAC 2017](#), Graz, Austria, 6-8 July 2017.
- B.II.105 Niersbach, B.; Ivens, B.S.; Pardo, C.; Leischnig, A. (2016): Intra-organizational network interface units: An empirical study of differentiation and integration, [32nd Industrial Marketing and Purchasing \(IMP\) Conference](#), Poznań, Poland, August, 31- September 3, 2016.
- B.II.104 Ivens, B.S., Leischnig, A., El-Muhtaseb, H. (2016), Competitive Intelligence in Networks, [32nd Industrial Marketing and Purchasing \(IMP\) Conference](#), Poznań, Poland, August, 31- September 3, 2016.
- B.II.103 Hein, D.W.E.; Jodoin, J.; Rauschnabel, P.A.; Ivens, B.S. (2016), Augmented Reality Smart Glasses: Societal Benefits and Risks, Poster Presentation, [Digital Enterprise Computing Conference 2016](#), Herman-Hollerith-Research Center, Böblingen (Germany), June 14th & 15th 2016.
- B.II.102 Rauschnabel, P.A.; Brem, A.; Ivens, B.S. (2015): Mixing Physical and Virtual Realities: Implications of Augmented Reality Smart Glasses for the Management of

- Innovation, [Proceedings of the 2015 AMA Summer Marketing Educators' Conference](#), Chicago (IL), August 14th to 16th 2015.
- B.II.101 Ivens, B.S., Niersbach, B., Pardo, C. (2015), Managing internal network activities in Key Account Management (KAM) – a case study, [31st Annual Conference of the Industrial Marketing & Purchasing Group](#), Kolding, DK, 25th – 29th August 2015.
- B.II.100 Ivens, B.S., Leischnig, A., Niersbach, B., Pardo, C. (2015): The Dual Network Perspective on Key Account Management, [Proceedings of the 7th BMM Conference](#), London (UK), July 2-4, 2015.
- B.II.99 Lacoste, S., Niersbach, B., Ivens, B.S. (2015): Leading Key Account Management Teams, [Proceedings of the 7th BMM Conference](#), London (UK), July 2-4, 2015.
- B.II.98 Hein, D., Rauschnabel, P., Hillebrandt, I., Ivens, B.S. (2015), Targeting applicants through social media marketing – evidence from employer evaluation platforms, [2015 AMA Summer Educators' Conference](#), Chicago, August 14-16, 2015.
- B.II.97 Leischnig, A., Pardo, C., Ivens, B.S., Henneberg, S. (2015): A configurational perspective of the marketing function, [44th European Marketing Association Conference](#), Leuven, Belgium, May 26-29, 2015.
- B.II.96 Hein, D., Ivens, B.S., Müller, S. (2015): Customer acceptance tests and new product success – an application of QCA in innovation research, [44th European Marketing Association Conference](#), Leuven, Belgium, May 26-29, 2015.
- B.II.95 Messer, U., Vander Schee, B., Rauschnabel, Ph., Ivens, B.S., Brech, F., Escher, M. (2015): The Double Edged Sword of Facebook Community Size: An Empirical Investigation on the Mechanisms of Social Media Marketing for Higher Education, [Marketing Management Association Spring Conference](#), Chicago, March 25-27, 2015.
- B.II.94 Horn, C.F., Ivens, B., Brem, A., Bogers, M. (2015), Crowdsourcing with Prediction Markets – The effects of trading activity of a consumer crowd on prediction accuracy, [22nd Innovation & Product Management Conference](#), Copenhagen, June 14-16, 2015.
- B.II.93 Kammerlander, N., Rauschnabel, P.A., Ivens, B.S. (2015): Collaborative Brand Attacks in Social Media – Exploring the Antecedents, Characteristics, and Consequences of a New Form of Brand Crises, the [2015 Winter Marketing Educators Conference](#) (AMA), Vol. 26, San Antonio, Texas, February 13-15, 2015.
- B.II.92 Niersbach, B., Ivens, B.S., Leischnig, A., Pardo, C. (2015): Internal commitment and trust: A competitive advantage for key account management teams – a case study, [International Competitive Management Conference](#), Copenhagen, January 19-20, 2015.
- B.II.91 Kampfer, K., Ivens, B.S., Leischnig, A. (2014), Does heavy chocolate taste better? Examining the effect of packaging haptics on gustatory evaluation, [Understanding](#)

- [the Customer's Sensory Experience](#), Fox School of Business, Temple University, June 5th and 6th 2014.
- B.II.90 Rauschnabel, P. A.; Zielke, S.; Ivens, B.S. (2014): Innovations in Retail Branding: The Benefits of Alliances with National Brands. [Proceedings of the 2014 AMA Winter Marketing Educators' Conference](#), Orlando (FL, USA).
- B.II.89 Leischnig, A., Ivens, B.S., Henneberg, S. C., Ashnai, B. (2014). Understanding Conditions of Sales Force Frustration. In Obal, M.W., Krey, N., Bushardt, C. (eds.), *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Proceedings of the 2014 [Academy of Marketing Science \(AMS\) Annual Conference](#), Indianapolis, May 21st – 23rd, 2014.
- B.II.88 Hillebrandt, I., Ivens, B.S., Krey, N. (2014): Key Performance Indicators for Measuring Employer Brand Success, in Groza, M.D., Ragland, C.B. (eds.): *Marketing Challenges in a Turbulent Business Environment*, Proceedings of the 2014 Academy of Marketing Science (AMS) [World Marketing Congress](#), Lima, Peru, August 5th – 8th, 2014.
- B.II.87 Böttner, S., Ivens, B.S., Hillebrandt, I. (2014): Advertising Directed at Children: An Empirical Study from Parents' Perspective on Television Advertising and Advergaming, in Groza, M.D., Ragland, C.B. (eds.): *Marketing Challenges in a Turbulent Business Environment* Proceedings of the 2014 Academy of Marketing Science (AMS) [World Marketing Congress](#), Lima, Peru, August 5th – 8th, 2014.
- B.II.86 Hillebrandt, I., Ivens, B.S., Rauschnabel, P.A., Krey, N. (2014): Social Media: Harming or Enhancing Your Employer Brand Attractiveness? An Empirical Investigation, in Groza, M.D., Ragland, C.B. (eds.): *Marketing Challenges in a Turbulent Business Environment*, Proceedings of the 2014 Academy of Marketing Science (AMS) [World Marketing Congress](#), Lima, Peru, August 5th – 8th, 2014.
- B.II.85 Ivens, B.S., Lacoste, S., Leischnig, A., Niersbach, B., Pardo, C. (2014): Internal Key Account Management, [Proceedings of the ISBM academic conference](#), San Francisco (California), July 30-31, 2014.
- B.II.84 Leischnig, A., Ivens, B.S., Henneberg, S. (2014): Sales Force Frustration, ISBM, [Proceedings of the ISBM academic Conference](#), San Francisco (California), July 30-31, 2014.
- B.II.83 Horn, C.F., Brem, A., Ivens, B.S., Meier, M. (2014), Corporate Social Responsibility in Online Social Networks: An Empirical Analysis of Corporate Communication for Brands on the German Market, [2nd International Conference on Contemporary Marketing Issues](#), Athens, Greece, June 18th – 20th, 2014.
- B.II.82 Kaiser, C., Frey, L., Ivens, B.S. (2014), Characterizing Consumer-Brand-Relationships in Social Media Pictures, [43rd European Marketing Association Conference](#), Valencia, Spain, June 3-6, 2014.
- B.II.81 Leischnig, A., Ivens, B.S., Henneberg, S. (2014), Examining the Conditions under which Salespeople Experience Frustration at Work, [43rd European Marketing Association Conference](#), Valencia, Spain, June 3-6, 2014.

- B.II.80 Rauschnabel, P. A.; Ahuvia, A.; Ivens, B. S.; Leischnig, A. (2013). Who loves Brands? Exploring the Relationships Between Personality, Interpersonal Love, and Brand Love. [Proceedings of the 42nd EMAC Conference](#), European Marketing Academy (EMAC), Istanbul, Turkey. [8 pages].
- B.II.79 Rauschnabel, P. A., Hinsch, C., Mrkwicka, K., Ivens, B.S. (2013): Social Media Marketing and its implications for companies and marketing education. Proceedings of the [18th MMA Fall Educators' Conference](#), New Orleans, September 18-20.
- B.II.78 Rauschnabel, P. A., Mrkwicka, K., Hinsch, C., Ivens, B.S. (2013): Strategic Social Media Marketing: Development of a Framework. Poster Presentation. [2013 AMA Summer Marketing Educators' Conference](#), Boston, August 8-11.
- B.II.77 Pardo, C., Ivens, B.S. (2013), Project Management and Key Account Management, Proceedings of the [6th International Conference on Business Market Management, Bamberg](#), June 20-22 2013.
- B.II.76 Ivens, B.S., Rauschnabel (2013), Industrial Social Media Marketing, Proceedings of the [6th International Conference on Business Market Management, Bamberg](#), June 20-22 2013.
- B.II.75 Hillebrandt, Isabelle and Bjoern S. Ivens (2013), "Measuring Employer Brands: An Examination of the Factor Structure Reliability and Validity," Proceedings of the [2013 Winter Marketing Educators Conference \(AMA\)](#), Vol. 24, Las Vegas, Nevada, USA, 15.-17.02.2013.
- B.II.74 Hillebrandt, Isabelle and Bjoern S. Ivens (2013), "Attracting and Retaining Talents through Employer Branding: The Development of an Employer Value Proposition Model," the [2013 Winter Marketing Educators Conference \(AMA\)](#), Vol. 24, Las Vegas, Nevada, USA, 15.-17.02.2013.
- B.II.73 Horn, C.; Ivens, B.S.; Brem, A. (2013): "Prediction Markets for Business Forecasting – Results from Laboratory-Studies and a Case Study in a Multinational Company." [33rd International Symposium on Forecasting](#), Seoul, Korea, 2013.
- B.II.72 Horn, C.; Liebetrau, K.; Biggeleben, T.; Ivens, B.S. (2013): "The Influence of Participation in Prediction Markets on Price Sensitivity - an Experimental Study on Sporting Goods." [42nd European Marketing Association Conference](#) Proceedings, Istanbul, Turkey, 2013.
- B.II.71 Pardo, C., Ivens, B.S., Wilson, K. (2012), "KAM and the internal alignment challenge. How aligned are we? How more aligned can we be?", [28th Annual Conference of the Industrial Marketing & Purchasing Group](#), Rome, 13.-15.9.2012.
- B.II.70 Niersbach, B., Ivens, B.S., Pardo, C., Rauschnabel, P. (2012), "Compensating Key Account Managers: Conceptual foundations and results from a quantitative empirical study", [28th Annual Conference of the Industrial Marketing & Purchasing Group](#), Rome, 13.-15.9.2012.

- B.II.69 Hillebrandt, Isabelle and Bjoern S. Ivens (2012), "Measuring Employer Brands: An Examination of the Factor Structure Reliability and Validity," [Proceedings of the 12th International HRM Conference](#), Gurgaon, India, 10.-13.12.2012.
- B.II.68 Hillebrandt, Isabelle and Bjoern S. Ivens (2012), "Attracting and Retaining Talents through Employer Branding: The Development of an Employer Value Proposition Model," [Proceedings of the 12th International HRM Conference](#), Gurgaon, India, 10.-13.12.2012.
- B.II.67 Böttner, S.; Ivens, B.S.; Horn, C.; Hillebrandt, I. (2012): "Children's Brand Awareness: An Empirical Study of Children's and Parents' Perceptions." [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.66 Goeddertz, S.; Ivens, B.S.; Rauschnabel, P.A. (2012): Gender-Orientated Employer Branding: Does Message Design of Gender Issues in Job Ads Affect Employer Attractiveness?, [41st European Marketing Association Conference](#), Lisbon, 2012.
- B.II.65 Hillebrandt, I.; Boettner, S.; Ivens, B.S. (2012): What is it that matters? A managerial perspective on employer value propositions, [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.64 Ivens, B.S.; Rauschnabel, P.A.; Herz, M. (2012): Religion and Brand Spillover: A Co-Branding Perspective on the Effect of Religious Logos on Attitude Towards the Brand, [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.63 Nekic, L.; Hillebrandt, I.; Ivens, B.S. (2012): The Importance of Industry- and Company-Specific Attractiveness for Employer Brand Image, [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.62 Rauschnabel, P.A.; Ivens, B.S.; Mau, G. (2012): Social Media Marketing: An Exploratory Study on how Personality Traits Affect Brand Related Behavior, [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.61 Scholz, S.; Illich, Y.; Ivens, B.S.; Steul-Fischer, M. (2012): Influence of Future Time Perspective on Involvement, [41st European Marketing Association Conference](#), Lisbon, Portugal, 2012.
- B.II.60 Ivens, B.S., Pardo, C. (2012), What Falls Into The Realm of Marketing? A Study of the Activities Defined as Being Part of Marketing in B2B Firms, [Proceedings of the ISBM academic conference](#), Chicago (Illinois), August 15-16, 2012.
- B.II.59 Burkert, M., Ivens, B.S., Schradi, P. (2012), Exploring the Organizational Backbone of Pricing and Their Outcomes: A Configurational Perspective, [Proceedings of the ISBM academic conference](#), Chicago (Illinois), August 15-16, 2012.
- B.II.58 Rauschnabel, P., Ivens, B.S., Mau, G. (2012), Do Personality Traits Influence Brand Related Activities in Social Networks? An Empirical Study, [Proceedings of the American Marketing Association Summer Educators' Conference](#), Chicago (Illinois), August 17-21, 2012.
Best Paper Award, Brand Management Track

- B.II.57 Hillebrandt, I., Ivens, B. S. (2012), “How to measure Employer Brands? The Development of a Comprehensive Measurement Scale”, [Proceedings of the American Marketing Association Summer Educators’ Conference](#), St. Petersburg (Florida), February 17-19, 2012.
- B.II.56 Hillebrandt, I., Rauschnabel, P. A., Ivens, B.S. (2011), “Are you saying what I want to hear? A Consistency Test between what Potential Employees want and what Companies offer”, [Proceedings of the American Marketing Association Winter Educators’ Conference](#), St. Petersburg (Florida), February 17-19, 2012.
- B.II.55 Scholz, S., Hillebrandt, I., Ivens, B.S. (2011), “Does Personality Influence Price Perception? An Empirical Study”. [Proceedings of the American Marketing Association Winter Educators’ Conference](#), St. Petersburg (Florida), February 17-19, 2012.
- B.II.54 Rauschnabel, P., Praxmarer, S. , Ivens, B. S. (2011). Effects of Design Features on Liking of Brand Postings on Facebook, in: [Proceedings of the 10th International Conference on Research in Advertising \(ICORIA\)](#), Berlin, Germany.
- B.II.53 Ivens, Björn Sven, Niersbach, Barbara, Pardo, Catherine (2011), “Internal aspects of Key Account Management - A resource based theoretical framework and some experts’ insight”, [5th Conference on Business Market Management](#), Tampere, Finland, May 18-20 2011.
- B.II.52 Ivens, Björn Sven, Müller, Verena (2011), “Performance effects of different skill types among key account managers: An empirical study”, [5th Conference on Business Market Management](#), Tampere, Finland, May 18-20 2011.
- B.II.51 Hillebrandt, Isabelle, Scholz, Stefanie, Ivens, Björn Sven (2011), “Personality and Consumer Price Perceptions: An Exploratory Study”, [40th EMAC - European Marketing Academy Conference](#), Ljubljana, Slovenia, May 24-27 Mai 2011.
- B.II.50 Ivens, Björn Sven, Pardo, Catherine (2010), “Ethical business-to-business exchange: A revised perspective”, [26th Annual Conference of the Industrial Marketing & Purchasing Group](#), Budapest, 1.-3. September 2010.
- B.II.49 Güse, Katharina, Ivens, Björn Sven, Müller, Brigitte, Krings, Franciska (2010), “An empirical comparison of the stereotype content model and the Aaker scale of brand personality in purchasing processes”, [American Marketing Association – Summer Educators’ Conference](#), Boston, 11.-13. August 2010.
- B.II.48 Ivens, Björn Sven, Güse, Katharina, Pardo, Catherine (2010), “Governance mechanisms and price level: An empirical study in vertical business-to-business relationships,” [ISBM Academic Workshop](#), August 11th-12th 2010, Harvard Business School, Cambridge MA:
- B.II.47 Ivens, Björn Sven, Pardo, Catherine (2010), “The ethicality of business relationships: The necessity for a revised perspective drawing on the network approach,” [ISBM Academic Workshop](#), August 11th-12th 2010, Harvard Business School, Cambridge MA:

- B.II.46 Ivens, Björn Sven, Pardo, Catherine (2010), “Are service marketing and the marketing of products different? An empirical study from a governance perspective”, [8th International Services Management Conference](#), Lalonde-les-Maures, 25-28 May 2010.
- B.II.45 Ivens, Björn Sven, Pardo, Catherine (2009), “Governance Mechanisms and Price Level: An Empirical Study in Vertical Business-to-Business Relationships”, Proceedings of the [25th Annual Conference of the Industrial Marketing & Purchasing Group](#), Marseille, September 4th – 7th 2009 (CD-ROM)
- B.II.44 Ivens; Björn Sven, Müller, Steffen O. (2009), “The impact of supplier satisfaction on relationship growth: An empirical study”, [18th IPSERA conference](#), Wiesbaden, April 5th – 8th.
- B.II.43 Ivens, Björn Sven, Pardo, Catherine (2009), “Professional buyers’ willingness-to-pay: Does relational governance have an impact?”, [18th IPSERA conference](#), Wiesbaden, April 5th – 8th.
- B.II.42 Ivens, Björn Sven, Müller, Brigitte, Güse, Katharina (2008), “Types of Price Behavior and Their Influence on the Purchase of Discount Product Lines: An Empirical Study in FMCG Retailing”, [North American Association of Consumer Research Conference](#), San Francisco, October 21st – 24th.
- B.II.41 Pardo, Catherine, Ivens, Björn Sven (2008), “Trends in the evolution of industrial marketing organization”, Proceedings of the [24th Annual Conference of the Industrial Marketing & Purchasing Group](#), Uppsala, September 3rd – 6th 2008 (CD-ROM).
- B.II.39 Ivens, Björn Sven, Shan, Jialu (2008), “Governance structures in international buyer-supplier relationships: An empirical test (mit Jialu Shan), Proceedings of the [24th Annual Conference of the Industrial Marketing & Purchasing Group](#), Uppsala, September 3rd – 6th 2008 (CD-ROM).
- B.II.38 Ivens, Björn Sven, Ott, Christoph (2008), “The norm concept revisited: An analysis of definitions and typologies”, Proceedings of the [24th Annual Conference of the Industrial Marketing & Purchasing Group](#), Uppsala, September 3rd – 6th 2008 (CD-ROM).
- B.II.37 Ivens, Björn Sven, Güse, Katharina (2008), The homogeneity of brand personality perceptions, [37th EMAC - European Marketing Academy Conference](#), Brighton, 27-30 Mai 2008.
- B.II.36 Ivens, Björn Sven, Pardo, Catherine (2008), Determinants of industrial buyers’ willingness-to-pay, [37th EMAC - European Marketing Academy Conference](#), Brighton, 27-30 Mai 2008.
- B.II.35 Müller, Brigitte, Kocher, Bruno, Ivens, Björn Sven (2008), Purchasing counterfeits: the role of distribution channel, [37th EMAC - European Marketing Academy Conference](#), Brighton, 27-30 Mai 2008.

- B.II.34 Ivens, Björn Sven, Pardo, Catherine (2008), "Industrial Marketing Organisation: Empirical Evidence From the French Market", [3rd Conference on Business Market Management](#), Universität St. Gallen, 13.-14. März 2008.
- B.II.33 Müller, Brigitte, Kocher, Bruno et Ivens, Bjoern Sven (2007), "Internet: La face cachée des produits de luxe", Actes des [12èmes Journées de Recherche en Marketing de Bourgogne](#), Université de Dijon, 8-9 Novembre 2007.
- B.II.32 Güse, Katharina, Ivens, Bjoern Sven (2007), "Une taxonomie des personnalités de marque", Actes des [12èmes Journées de Recherche en Marketing de Bourgogne, Université de Dijon](#), 8-9 Novembre 2007.
- B.II.31 Barmeyer, Christoph, Ivens, Bjoern Sven (2007), "Transfert des Connaissances dans la Gestion et la GRH: Résultats et Interprétations à partir des Revues Académiques en Allemagne et en France", Actes de la [Conférence AGRH](#), Université de Fribourg, 19-21 septembre 2007.
- B.II.30 Salle, Robert, Cova, Bernard, Ivens, Bjoern Sven and Pardo, Catherine (2007), "Integrated Solutions in the IT Industry: The Role of Alliance Managers", Proceedings of the [23rd Annual Conference of the Industrial Marketing & Purchasing Group](#), Manchester, August 29th - September 1st 2007 (CD-ROM).
- B.II.29 Van der Vijver, Mark and Ivens, Bjoern Sven (2007), "An Empirical Analysis of Multiple Respondents' Perceptual Gaps in Dyadic Research on Buyer-Supplier Relationships", Proceedings of the [23rd Annual Conference of the Industrial Marketing & Purchasing Group](#), Manchester, August 29th - September 1st 2007 (CD-ROM).
- B.II.28 Ivens, Bjoern Sven, Pardo, Catherine, and Tunisini, Annalisa (2007), "Industrial Marketing Organisation and the IMP Approach: A Comparative Analysis", Proceedings of the [23rd Annual Conference of the Industrial Marketing & Purchasing Group](#), Manchester, August 29th - September 1st 2007 (CD-ROM).
- B.II.27 Ivens, Bjoern Sven, Pardo, Catherine (2007), "Do Service Exchanges and Product Exchanges Require Specific Marketing Approaches? A Governance Perspective", Proceedings of the [36th EMAC Conference](#), Iceland, May 22-25, 2007.
- B.II.26 Birk, Matthias, Ivens, Bjoern Sven, Paulssen, Marcel (2007), "Examining the Role of Norms in Consumer-Brand Relationships: The Applicability of Macneil's Relational Exchange Theory", Proceedings of the [36th EMAC Conference](#), Iceland, May 22-25, 2007.
- B.II.25 Ivens, B.S.; Pardo, C. (2007): Toutes les façons de "gouverner" une relation interorganisationnelle sont-elles aussi satisfaisantes pour le client ?, [Actes des 1^{ères} journées de recherche sur la satisfaction et la fidélité, Association Française du Marketing / Grenoble Ecole de Management](#), Grenoble, 18 et 19 janvier 2006.
- B.II.24 Pardo, C.; Ivens, B.S. (2006): Industrial Marketing Organization: Dimensions of the Problem, State-of-the-Art, and Directions for Future Research, [Proceedings of the 22nd Annual IMP Conference](#), 7th – 9th September 2006, Milan (I), www.impgroup.org.

- B.II.23 Ivens, B.S.; Pardo, C. (2006): Are Services Marketing and Marketing of Products Different? A Governance Approach, [Proceedings of the 22nd Annual IMP Conference](#), 7th – 9th September 2006, Milan (I), www.impgroup.org.
- B.II.22 Ivens, B.S.; Dahlke, B. (2006): The Analysis and Planning of Business Interactions: Do We Need a Structured Approach?, [Proceedings of the 22nd Annual IMP Conference](#), 7th – 9th September 2006, Milan (I), www.impgroup.org.
- B.II.21 Eggert, A.; Ivens, B.S.; Ulage, W. (2006): Value Creation and Value Claiming in Business Relationships: The Role of Specific Investments, [Proceedings of the 2nd ISBM - Bi Annual Academic Conference](#), Chicago, North Western University, August 3rd-4th 2006.
- B.II.20 Ivens, B.S.; Pardo, C. (2006): Governance Types in Business Exchanges and Their Impact on Satisfaction and Commitment, [Proceedings of the 35th EMAC Conference](#), Athens, Athens University of Economics and Business, May 23rd-26th, 2006.
- B.II.19 Ivens, B.S. (2006): Drivers and Performance Effects of Marketing Process Orientation, [Proceedings of the 1st Conference on Business Market Management](#), Berlin, ESMT, March 12th – 14th, 2006.
- B.II.18 Ivens, B.S. (2005): The Impact of Process Orientation on Marketing Effectiveness and Efficiency, [Proceedings of the 2nd Symposium on the Entrepreneurship – Innovation – Marketing Interface](#), Karlsruhe (D), October 6th -7th, 2005
- B.II.17 Blois, K.J.; Ivens, B.S. (2005): Measuring Relational Norms: Some Methodological Issues., [Proceedings of the 21st Annual IMP Conference](#), 1st - 3rd September 2005, Rotterdam (NL), www.impgroup.org.
- B.II.16 Ivens, B.S.; Pardo, C. (2005): The Impact of Governance Mechanisms on Relationship Quality: Effects in Key Account and Non Key Account Dyads. [Proceedings of the 21st Annual IMP Conference](#), 1st - 3rd September 2005, Rotterdam (NL), www.impgroup.org.
- B.II.15 Ivens, B.S.; Pardo, C. (2005): When a Relationship is "Transactionalized": The Introduction of Reverse Auctions in a Key Account Relationship. [Proceedings of the 21st Annual IMP Conference](#), 1st - 3rd September 2005, Rotterdam (NL), www.impgroup.org.
- B.II.14 Ivens, B.S.; Eggert, A.; Ulaga, W. (2005): Value-Creating and Value-Claiming Norms: An Empirical Test of Their Impact on Customer Commitment, [Proceedings of the American Marketing Association's 2005 Summer Educators' Conference](#), San Francisco, August 2005.
- B.II.13 Ivens, B.S.; Pardo, C. (2004): Key Account Management Programs: Do they Really Generate Superior Relationship Quality, [Proceedings of "New Priorities and Challenges for Business-to-Business Marketers"](#), Harvard Business School, Cambridge, MA.

- B.II.12 Ivens, B.S.; Pardo, C. (2004): Key Account Management in Business Markets: An Empirical Test of 'Theoretical Wisdom' and 'Common Wisdom', [Proceedings of the 20th Annual IMP Conference](#), 3rd - 5th September 2004, Copenhagen (DK), www.impgroup.org.
- B.II.11 Blois, K.J.; Ivens, B.S. (2004): Measuring relational norms – a methodological dilemma?, [Proceedings of the 20th Annual IMP Conference](#), 3rd - 5th September 2004, Copenhagen (DK), www.impgroup.org.
- B.II.10 Ivens, B.S. (2004): Relational Behaviors in Service Interactions: An Empirical Test of their Relevance Based on Macneil's Exchange Framework, [Proceedings of the 8th International Research Seminar in Service Management](#), IAE Aix-en-Provence, S. Llosa, V. Mathieu, C. Orsingher (eds.).
- B.II.9 Ivens, B.S. (2004): Drivers and Effects of Customer-Directed Communication in Business Relationships: Theoretical Foundations and an Empirical Study, [Proceedings of the 1st French Research Day in Communication](#), 26th March 2004, Nancy (F), CD-ROM.
- B.II.8 Ivens, B.S.; Pardo, C. (2003): Are Key Account Relationships Different? Empirical Results on Supplier Strategies and Customer Reactions, [Proceedings of the 19th Annual IMP Conference](#), 4th - 6th September 2003, Univ. Lugano (CH), www.impgroup.org.
- B.II.7 Ivens, B.S. (2003): Norm-Based Relational Behaviors: Is There an Underlying Dimensionality Structure?, [Proceedings of the 7th Research Conference on Relationship Marketing and Customer Relationship Management](#), AMA Special interest group relationship marketing / FU Berlin, 22nd - 25th June 2003, Berlin.
- B.II.6 Walser-Luchesi, A.; Ivens, B.S.; Brambach, G. (2003): La constitution des prix en EUROS: une analyse comparative franco-allemande, [Actes de la journée de recherche "Prix, consommation et cultures"](#), 16 Janvier 2003, CERMAT / IAE de Tours.
- B.II.5 Ivens, B.S. (2002): Governance Norms in Relational Exchange: What We Do Know and What We Do Not Know, [Proceedings of the 18th annual IMP conference, 5th - 7th September 2002](#), Dijon (France), CD-ROM und www.impgroup.org.
- B.II.4 Ivens, B.S. (2002): Industrial Sellers' Relational Behavior: Relational Styles and their Impact on Relationship Quality, [Proceedings of the 10th ICRM conference, 29th september - 2nd october 2002](#), Kaiserslautern.
- B.II.3 Ivens, B.S.; Donath, H. (2001) : An Assessment of the Perception of International Long-Term Business Relationships Using Multidimensional Scaling, [Proceedings of the 10th Biennial World Marketing Congress](#), Academy of Marketing Science / Cardiff University, 28. Juni - 1. Juli 2001, Cardiff.
- B.II.2 Ivens, B.S. (2000): The Role of Contracts in the Relationship Marketing Mix, [Proceedings of the Fifth Research Conference on Relationship Marketing](#), Emory University, Atlanta.

- B.II.1 Ivens, B.S. (1999): Structural Levels in Sino-German Business Relationships, [Proceedings of the 9th World Congress](#), Academy of Marketing Science, Malta, Juin 23rd-26th 1999.

B.III Articles in non-peer reviewed journals

- B.III.15 Ivens, B.S. (2015), Wertschöpfung in Netzwerken optimieren, [Sales Management Review](#).
- B.III.14 Brambach, G.; Ivens, B.S.; Walser-Luchesi, A. (2005): Führt die gemeinsame Währung Euro zu einer Konvergenz der Einzelhandelspreise in Europa?, [Jahrbuch der Absatz- und Verbrauchsforschung](#) , 51 (1), 71-93.
- B.III.13 Barmeyer, C.; Ivens, B.S. (2004): Deutsch-französischer Wissenschaftstransfer in der Betriebswirtschaftslehre: Eine explorative Untersuchung für das Fach Marketing, [Dokumente - Zeitschrift für den deutsch-französischen Dialog](#) , 2 (Avril), 24-29.
- B.III.12 Ivens, B.S. (2003): Ein Rückblick auf den wirtschaftswissenschaftlichen Pionier Wilhelm Vershofen zu seinem 125. Geburtstag, [Jahrbuch der Absatz- und Verbrauchsforschung](#) , 49 (4), 336-360.
- B.III.11 Ivens, B.S. (2003): Prozessorientiertes Benchmarking im Key-Account-Management: Das Konzept und beispielhafte Ergebnisse einer empirischen Anwendung, [Der Markt - Zeitschrift für Absatzwirtschaft und Marketing](#) , 42 (165), 67-79.
- B.III.10 Ivens, B.S. (2003): Charakteristika und Folgen alternativer Beziehungstile im BtB-Geschäft, Diller, H. (Eds.): [Beziehungsmarketing und CRM erfolgreich realisieren](#) , Nürnberg : GIM-Verlag, 81-90.
- B.III.9 Ivens, B.S. (2003): Kulturelle Distanz in internationalen Kundenbeziehungen, in: [Proceedings of the 2nd Conference on Language Proficiency and International Business](#) , 19.-21. Mai 2003, Düsseldorf.
- B.III.8 Ivens, B.S. (2003): Deutsch-französische Geschäftsbeziehungen: Zur Relativierung des Problemdrucks, [Dokumente - Zeitschrift für den deutsch-französischen Dialog](#) , 4 (August), 67-74.
- B.III.7 Ivens, B.S. (2003): Prozessorientiertes Benchmarking im Key-Account-Management: Das Konzept und beispielhafte Ergebnisse einer empirischen Anwendung, [Erfolgreiches Key-Account-Management](#) , Nürnberg : GIM-Verlag, 109-126.
- B.III.6 Ivens, B.S. (2002): Marktforschungsbeziehungen: Ergebnisse einer empirischen Studie zur Wirkung der Geschäftspolitik von Marktforschungsinstituten auf Kundenzufriedenheit, -vertrauen und -commitment, [Jahrbuch der Absatz- und Verbrauchsforschung](#) , 48 (3), 257-276.

- B.III.5 Ivens, B.S. (2002): Nachhaltige Erfolge erzielen durch konsequentes Relationship Marketing, in : [THEXIS - Fachzeitschrift für Marketing](#) , 19 (2), 13-17.
- B.III.4 Ivens, B.S. (2001): Identifying Differences in Foreign Customers' Relational Behavior: An Exploratory Study Using Multidimensional Scaling, [Administracao em Dialogo](#) , N°3, 71-98.
- B.III.3 Ivens, B.S. (2000): Preisrisiken im Marketing, [Jahrbuch der Absatz- und Verbrauchsforschung](#) , 46 (3), 315-328.
- B.III.2 Donath, H.; Ivens, B.S. (2000): Interkulturelle Geschäftsbeziehungen: komplexe Herausforderungen im Auslandsvertrieb, [Organisationsentwicklung](#) , 4 / 2000, 70-75.
- B.III.1 Ivens, B.S. (1999) : Preispsychologische Effekte der Euro-Einführung, [Forschungsbericht](#) der Wirtschafts- und Sozialwissenschaftlichen Fakultät, Universität Erlangen-Nürnberg.

B.IV Contributions to scientific edited volumes and encyclopedia

- B.IV.24 Hein, D.; Ivens, B.S.; Leischnig, A.; Wölfl, S. (2018): Die Implementierung des digitalen Customer Relationship Managements – Erfolgsfaktoren, Hemmnisse und Entwicklungsoptionen, in: Becker, W.; Eierle, E.; Fliaster, A., Ivens, B.S.; Leischnig, A.; Pflaum, A.; Sucky, E. (2018): [Geschäftsmodelle in der digitalen Welt – Strategien, Prozesse und Praxiserfahrungen](#), Berlin : Springer Gabler.
- B.IV.23 Leischnig, A.; Ivens, B.S.; Wölfl, S.; Hein, D. (2018): Business Digitization – ein Meta-Review, in: Becker, W.; Eierle, E.; Fliaster, A., Ivens, B.S.; Leischnig, A.; Pflaum, A.; Sucky, E. (2018): [Geschäftsmodelle in der digitalen Welt – Strategien, Prozesse und Praxiserfahrungen](#), Berlin : Springer Gabler.
- B.IV.22 Wölfl, S.; Leischnig, A.; Ivens, B.S.; Hein, D. (2018): From Big Data to Smart Data – Problemfelder der systematischen Nutzung von Daten in Unternehmen, in: Becker, W.; Eierle, E.; Fliaster, A., Ivens, B.S.; Leischnig, A.; Pflaum, A.; Sucky, E. (2018): [Geschäftsmodelle in der digitalen Welt – Strategien, Prozesse und Praxiserfahrungen](#), Berlin : Springer Gabler.
- B.IV.21 Leischnig, A., Ivens, B.S., Wölfl, S., Hein, D. (2017): Service Digitization – Review of the Literature and Research Agenda," in: Bruhn, M., Hadwich, K. (Hrsg.): [Dienstleistungen 4.0 – Konzepte, Methoden, Instrumente](#), Wiesbaden: Springer Gabler.
- B.IV.20 Diller, H. & Ivens, B.S. (2016). Kundenbindung durch Preispolitik, in: Bruhn, M. & Homburg, C. (Hrsg.), [Handbuch Kundenbindungsmanagement – Strategien und Instrumente für ein erfolgreiches CRM](#), Wiesbaden : Springer Gabler.
- B.IV.19 Ivens, B., & Leischnig, A. (2016). Geschäftsbeziehungen in Business-to-Business-Märkten. In: Eckert, S., Traunitz, G.: [Title to be finalised](#), Berlin, Springer.

- B.IV.18 Ivens, B., & Leischnig, A. (2015). Interaktionen in Geschäftsbeziehungen. In: Voeth, M.; Backhaus, K.: [Handbuch Business-to-Business-Marketing](#), 2. Aufl., Wiesbaden.
- B.IV.17 Rauschnabel, P.A., Ivens, B.S., Ahuvia, A., Leischnig, A. (2015), The Personality of Brand Lovers: An Examination in Fashion Branding, in: Fetscherin, M., Heilmann, T. (eds.): [Consumer Brand Relationships: Meaning, Measuring, Managing](#), Palgrave Macmillan, *forthcoming*.
- B.IV.16 Ivens, B.S., Rauschnabel, P.A., Leischnig, A. (2015), Social Media in B2B-Unternehmen – Einsatzpotentiale in Marketing und Vertrieb, in: Binckebanck, L. (ed.), [Digitalisierung im Vertrieb](#), Springer Gabler : Wiesbaden, 413-436.
- B.IV.15 Ivens, B.S., Stemmermann, K., Leischnig, A. (2015), Preiscontrolling: Ansätze zur Stärkung des Preismanagements, in: Becker, W., Ullrich, P. (eds.), [Praxishandbuch Controlling](#), Berlin : Springer, 181-197.
- B.IV.14 Ivens, B.S., Leischnig, A. (2015), Verkaufscontrolling: Analyse der Wirkungen der persönlichen Kommunikation, in: Esch, F.-R., Langner, T., Bruhn, M., (eds.), [Handbuch der Kommunikation](#), Berlin : Springer, 539-553.
- B.IV.13 Horn, C.F., Ivens, B.S. (2015): Corporate Prediction Markets for Innovation Management - Theoretical Foundations and Practical Examples for Business use, in: Brem, A., Viardot, E. (eds.): [Adoption of Innovation – Balancing internal and external stakeholders in the marketing of innovation](#), Berlin : Springer, 11-23.
- B.IV.12 Hillebrandt, I., Rauschnabel, P.A., Ivens, B.S. (2015), Vom Employer Branding zum Employer Marketing: Anwendungsgebiete im Mittelstand, in: Becker, W. et al. (eds.), [BWL im Mittelstand: Grundlagen, Besonderheiten, Entwicklungen](#), *forthcoming*.
- B.IV.11 Ivens, B.S., Henneberg, S., Forkmann, S. (2014), Service Infusion im Industriegütermarketing – Konzept, Wertschöpfung und Wirklichkeit, in: Bruhn, M., Hadwich, K. (eds.): [Service Value als Werttreiber](#), Berlin : Springer, S.267-282.
- B.IV.10 Rauschnabel, P., Mau, G., Ivens, B.S. (2013), Who “Likes” Brands? Exploring the Characteristics of Brand Fans on Facebook, in: Rosengren, S.; Dahlén, M.; Okazaki, S. (eds): [Advances in Advertising Research - The Changing Roles of Advertising.](#), Wiesbaden, Germany: SpringerGabler Verlag, pp. 43-54., IV, 43-54.
- B.IV.9 Rauschnabel, P., Ivens, B.S., Hillebrandt, I. (2012), Einsatzmöglichkeiten für Facebook Fanpages für Unternehmen, in: Bauer, H.H., Rösger, J., Toma, B. (Hrsg.): [Social Media und Brand Community Management, Grundlagen, Strategien und Erfolgskonzepte aus der Praxis](#), München : Vahlen, 139-164.
- B.IV.8 Ivens, B.S., Eggert, A. (2011): Key Account Management, in: Homburg, C, Wiesecke, J. (Hrsg.): [Handbuch Vertriebsmanagement: Strategie - Führung - Informationsmanagement – CRM](#), Wiesbaden : Gabler.
- B.IV.7 Ivens, B.S. (2007): Prozessorientiertes Dienstleistungsmarketing – Konzeptionelle Grundlagen und empirische Ergebnisse, in Bruhn, M.; Stauss, B. (eds.): [Forum](#)

- [Dienstleistungsmanagement: Wertschöpfungsprozesse bei Dienstleistungen](#),
Wiesbaden : Gabler, 429-448.
- B.IV.6 Diller, H.; Ivens, B.S. (2007): Konzeptionelle Grundlagen und Treiber des prozessorientierten Marketing, Bayon, T.; Herrmann, A.; Huber, F. (eds.): [Vielfalt und Einheit in der Marketingwissenschaft](#), Wiesbaden 2007, 259-278.
- B.IV.5 Diller, H.; Ivens, B.S. (2007): Prozessorientiertes Industriegütermarketing – ein innovativer Forschungsansatz auf dem Prüfstand, Bueschken, J.; Voeth, M.; Weiber, R. (eds.): [Innovationen für das Industriegütermarketing](#), Stuttgart : Schäffer-Poeschel, 323-341.
- B.IV.4 Haas, A., Hausruckinger, G., Ivens, B.S. (2005): Aktuelle Trends und Problemstellungen der Marketingstrategie, in: Haas, A., Ivens, B.S. (Hrsg.) [Innovatives Marketing: Entscheidungsfelder – Management – Instrumente](#), Wiesbaden : Gabler Verlag, Festschrift zum 60. Geburtstag von H. Diller.
- B.IV.3 Michel, M.D.; Ivens, B.S. (2004): Konsequenzen der DRG's (Diagnosis Related Groups) für Marketing und Vertrieb der Medizintechnikunternehmen, Wirtz, D.C.; Michel, M.D.; Kollig, E.W. (Eds.): [DRG's in Orthopädie und Unfallchirurgie. Spannungsfeld zwischen High-Tech und Low Cost](#), Heidelberg : Springer Medizin Verlag, 126-140.
- B.IV.2 Ivens, B.S. (2003): Internationales Preismanagement, Diller, H.; Herrmann, A. (Hrsg.): [Handwörterbuch der Preispolitik](#), Wiesbaden : Gabler Verlag, 155-176.
- B.IV.1 Ivens, B.S. (2001): ca. 25 Schlüsselwörter, Diller, H. (Hrsg.): [Vahlen's Großes Marketing Lexikon](#), 2. Aufl., München : Vahlen Verlag. (Dabei: Bereichsherausgeberschaft für das Thema Internationales Marketing).

B.V Articles for practitioners

- B.V.16 Ivens, B.S. (2015), Kommentar zur Fallstudie „Gute Geschäfte oder Gutes Gewissen“, [Harvard Business Manager](#), 03/2015, www.harvardbusinessmanager.de/heft/d-131732998.html.
- B.V.15 Hillebrandt, I., Rauschnabel, P., Hartmann, C., Ivens, B.S. (2015): Kununu & Co. – Fluch oder Segen?, [Personalmagazin](#), 04/2015, 38-40.
- B.V.14 Göddertz, S., Rauschnabel, P., Ivens, B.S. (2011): Frauenquote – Eine Geheimwaffe im War for Talent?, [BDVB aktuell](#), 11/2001, 10-12.
- B.V.14 Rauschnabel, P., Ivens, B. S. (2011). Marketing 2.0 - Erkenntnisse aus der Facebook-Forschung. [BDVB aktuell](#), 112, 30-32
- B.V.13 Ivens, B.S.; Beck, I. (2007): CRM-Erfolgspotenziale richtig abschöpfen, [absatzwirtschaft - Zeitschrift für Marketing](#), 6, 49.

- B.V.12 Ivens, B.S. (2005): Key Account Management Programme durch prozessorientiertes Benchmarking evaluieren, Zupancic, D.; Belz, C.; Bußmann, W.F. (Hrsg.): [Best Practice im Key Account Management](#), Frankfurt am Main : Redline Wirtschaft, 42-57.
- B.V.11 Ivens, B.S. (2003): Key-Account-Management, [absatzwirtschaft - Zeitschrift für Marketing](#), 2, 46-49.
- B.V.10 Ivens, B.S. (2003): Pricing-Entscheidungen für Exportmärkte, Gößl, M.; Brenner, H. (Hrsg.): [Praxishandbuch für Exportmanager](#), Köln : Verlag Deutscher Wirtschaftsdienst.
- B.V.9 Ivens, B.S. (2003): Internationale Markenpolitik, Gößl, M.; Brenner, H. (Hrsg.): [Praxishandbuch für Exportmanager](#), Köln : Verlag Deutscher Wirtschaftsdienst.
- B.V.8 Ivens, B.S. (2002): Relationship Marketing: Es gibt einen überlegenen Beziehungsstil, [absatzwirtschaft - Zeitschrift für Marketing](#), 12, 60.
- B.V.7 Ivens, B.S. (2002): Beziehungsstile im Business-to-Business-Geschäft, [Marketingreport 2002/2003](#), Göttingen : Business Village, 68-69.
- B.V.6 Ivens, B.S. (2002): Engagement zahlt sich aus, [VDI Nachrichten / Technischer Vertrieb](#), 11.10.2002.
- B.V.5 Ivens, B.S. (2002): MAFO-Auftraggeber: Gute persönliche Beziehungen sind entscheidend für die Auswahl des Instituts, [inbrief](#) , Organ des Bundesverbandes Deutscher Markt- und Sozialforscher, 8, 7-8.
- B.V.4 Ivens, B.S. (2002): Geschäftsbeziehungen mit Franzosen, [Auslandskurier - Magazin für die exportierende Wirtschaft](#) , 9, September, 28-29.
- B.V.3 Ivens, B.S. (2002): Business-to-Business-Geschäftsbeziehungen in China, Brenner, H.; Granier, B. (Hrsg.) : [Business-Guide China: Absatz, Einkauf, Kooperation](#), Köln : Verlag Deutscher Wirtschaftsdienst 2002, 105-123.
- B.V.2 Ivens, B.S. (2002): Kultur als Barriere in internationalen Geschäftsbeziehungen, Brenner, H.; Würth, R. (Hrsg.): [Erfolgreiche Geschäfte in Europa](#) , Köln : Verlag Deutscher Wirtschaftsdienst 2002, 497-505.
- B.V.1 Ivens, B.S.; Grether, M. (2000): Coca Cola mit Vitamin B - neuere Tendenzen in Forschung und Praxis des Beziehungsmarketing, [Technischer Vertrieb](#) , 9, November 2000.

B.VI Case studies (teaching material)

- B.VI.1 Ivens, B.S. (2017): [Media Markt – La communication basée sur le prix](#), in: Mayrhofer, Ulrike, Hertrich, Sylvie (eds.), Cas en marketing, Paris : Dunod.
- B.VI.3 Ivens, B.S. (2013): Adapting AMA's Sales Structure to Organic Growth, Case Study Used in Executive Education, Otto-Friedrich-University Bamberg.

- B.VI.2 Ivens, B.S., Mayrhofer, U. (2008): [European Price Policy : An Analysis of the Car Market](#), Working Paper Series of the Institute for Management Research, University of Lausanne.

C. Working paper

C.1 Working paper series, Marketing department, OFU Bamberg

- C.1.28 Schrick/Horn/Ivens (2013): [Prediction Markets und ihr Einfluss auf die Markenwahrnehmung](#).
- C.1.27 Biggeleben/Horn/Ivens (2013): [The Influence of Participation in Prediction Markets on Price Sensitivity](#).
- C.1.26 Kussmaul/Rauschnabel/Ivens (2013): [Drivers of Interactivities in Social Media Marketing - An Empirical Analysis](#).
- C.1.25 Jones/Rauschnabel/Ivens (2013): [Social Media Campaigns: Best Case Analysis](#).
- C.1.24 Oppelt/Hillebrandt/Ivens (2013): [Attract, Recruit and Retain: Employer Branding as a Strategic Instrument in the Knowledge Society](#).
- C.1.23 Horsch/Hillebrandt/Ivens (2013): [Employer Branding: A Discussion of Megatrends in the light of recent Marketing and HR Questions](#).
- C.1.22 Köhler/Escher/Horn/Ivens (2012): [Prediction Markets - Eine Literaturanalyse](#).
- C.1.21 Drissen/Horn/Ivens (2012): [Targeting in der Online-Werbung - Eine Untersuchung über den Einsatz von Cookies vor dem Hintergrund datenschutzrechtlicher Aspekte](#).
- C.1.20 Ivens/Hillebrandt (2012): [Employer Marketing: Arbeitgeber strategisch positionieren](#).
- C.1.19 Sanna/Scholz/Ivens (2011): [Patienten im Web 2.0 – Netnographie als ein innovativer Ansatz zur Content-Analyse und zur Ableitung strategischer Implikationen für Akteure der Gesundheitsbranche](#).
- C.1.18 Stichler/Scholz/Ivens (2011): [Die Bedeutung von Customer Empowerment für das Marketing in Zeiten gut informierter Kunden](#).
- C.1.17 Kaukal/Scholz/Ivens (2011): [Die Bedeutung des Konstrukts Vertrauen bei Dienstleistungen - Eine empirische Untersuchung am Beispiel der Arzt-Patienten-Beziehung](#).
- C.1.16 Schmäuser/Hillebrandt/Ivens (2011): [Podcast oder Printanzeige? – Eine empirische Untersuchung zum Einsatz von Social Media im Personalmarketing](#).
- C.1.15 Marschall/Hillebrandt/Ivens (2011): [Markenmanagement im Personalwesen: Etablierung einer attraktiven Arbeitgebermarke durch Employer Branding](#).
- C.1.14 Welte/Valta/Ivens (2011): [Analyse der Kundenwahrnehmung von Corporate Social Responsibility-Aktivitäten](#).
- C.1.13 Zahn/Valta/Ivens (2011): [Überblick und Vergleich der unternehmensexternen und -internen CSR-Aktivitäten, Kontrollinstanzen und Sanktionsmechanismen](#).

- C.1.12 Mueller/Scholz/Ivens (2010): [Patient-Relationship-Management](#) im Kontext von Patient-Empowerment: Entwicklungsstand, Chancen und Herausforderungen für Akteure auf dem deutschen Gesundheitsmarkt.
 - C.1.11 Mueller/Ivens (2010): [The Impact of Supplier Satisfaction on Relationship Growth: An Exploratory Study](#).
 - C.1.10 Guese/Ivens/Krings/Mueller (2010): [Brand Personality and Purchasing Decisions: Stereotype Content Model vs. Aaker Scale in an Empirical Setting](#).
 - C.1.9 Geissel/Guese/Ivens (2010): [Cause Related Marketing](#) – Erfolgskritische Faktoren für die Planung und Umsetzung aus Sicht der Profit-Organisation.
 - C.81. Egler/Guese/Ivens (2010): [Branded Entertainment für Kinder im Internet](#): Ethische Überlegungen zu Product Placement und Advergaming zur Markenstärkung.
 - C.1.7 Ivens, B.S., Pardo, C. (2010): [Ethical business-to-business exchange](#): A revised perspective.
 - C.1.6 Güse, K. (2009): [Consumer-brand Relationships](#): a State-of-the-Art Review and Future Research Directions.
 - C.1.5 Güse, K., Gautschi, K. (2009): [The Effects of Intimacy in Consumer-Brand Relationships](#).
 - C.1.4 Ivens, B.S., Pardo, C. (2009): [Ethical business-to-business exchange](#): A revised perspective.
 - C.1.3 Müller, S., Ivens, B.S. (2009): [The Impact of Supplier Satisfaction on Relationship Growth](#): An Exploratory Study.
 - C.1.2 Ivens, B.S., Müller, B., Güse, K. (2009): [Types of Price Behaviour and Their Influence on the Purchase of Discount Product Lines](#): An Empirical Study in FMCG Retailing.
 - C.1.1 Ivens, B.S., Pardo, C. (2009): [Are service marketing and the marketing of products different?](#) An empirical study from a governance perspective in a business-to-business setting.
- C.2 Other working papers**
- C.2.1 Kaiser, C., Frey, L., Ivens, B.S. (2016). What photos reveal: Recognizing consumer brand relationships from social media photos. GfK Verein Working Paper Series, No.2.

D. Book reviews

- D.4 "[Marktorientierung durch das Internet](#)" von Mark Grether, Gabler Verlag, Wiesbaden, in: Zeitschrift für Betriebswirtschaft, 11/2004.
- D.3 "[Les Grands Auteurs en Marketing](#)" von Alain Jolibert, EMS Management & Société, Paris, in : Die Unternehmung, 5/2003, 431-432.

Publication list

- D.2 "[Leistungen für International Key Accounts auf Industriegütermärkten](#)" von Markus Müllner, Diss., St. Gallen, Thexis-Verlag, in: Die Unternehmung, 4/2003.
- D.1 "[A General Theory of Competition: Resources, Competences, Productivity, Economic Growth](#)" von Shelby D. Hunt, Sage Publications, Thousand Oaks, in: Schmalenbach Business Review, 54 (1), 2002, 112-113.