

## Publication List

Prof. Dr. Björn Sven Ivens (December 2013)

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### A. Monographs and Edited Volumes

- A.9 Ivens, B.S.; Voss, B.; Van der Vijver, M. (2013): [Key Supplier Management](#), Industrial Marketing Management, Special Issue guest edited by Ivens/Voss/Van der Vijver.
- A.8 Ivens, B.S.; Tournier, S.; Valta, K. (2014): [Corporate Social Responsibility in Marketing und Vertrieb](#), Wiesbaden : Gabler Verlag (Text book under preparation, to be published in September 2014).
- A.7 Diller, H.; Fürst, A.; Ivens, B.S. (2011): [Grundprinzipien des Marketing](#), 3. Aufl., Nürnberg : WIGIM.
- 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 guest edited by Ivens/Pardo/Tunisini (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 and Books**

### **B.I Publications in Peer-Reviewed Journals**

- B.I.42 Pardo, C, Ivens, B.S., Wilson, K. (2013), Differentiation and alignment in key account management implementation, [Industrial Marketing Management](#), *forthcoming*.
- B.I.41 Horn, Ch., 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](#), *forthcoming*.
- 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 der Vijver, M., Voss, 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.77 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.76 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.75 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.74 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.73 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.72 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.71 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.70 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.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”, [40<sup>th</sup> 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 11<sup>th</sup>-12<sup>th</sup> 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 11<sup>th</sup>-12<sup>th</sup> 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 5<sup>th</sup> – 8<sup>th</sup>.
- 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 5<sup>th</sup> – 8<sup>th</sup>.
- 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 21<sup>st</sup> – 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, [37<sup>th</sup> 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, [37<sup>th</sup> 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, [37<sup>th</sup> 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", [3<sup>rd</sup> 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<sup>ères</sup> 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](http://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](http://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](http://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 2<sup>nd</sup> ISBM - Bi Annual Academic Conference](#), Chicago, North Western University, August 3<sup>rd</sup>-4<sup>th</sup> 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 35<sup>th</sup> EMAC Conference](#), Athens, Athens University of Economics and Business, May 23<sup>rd</sup>-26<sup>th</sup>, 2006.
- B.II.19 Ivens, B.S. (2006): Drivers and Performance Effects of Marketing Process Orientation, [Proceedings of the 1<sup>st</sup> Conference on Business Market Management](#), Berlin, ESMT, March 12<sup>th</sup> – 14<sup>th</sup>, 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 6<sup>th</sup> -7<sup>th</sup>, 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](http://www.impgroup.org).
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