

Publication List

Prof. Dr. Björn Sven Ivens (October 2018)

A. Monographs and Edited Volumes

- A.11 Diller, H., Beinert, M., Ivens, B.S., Müller, S. (2019): [Pricing](#), 5th ed., Stuttgart : Kohlhammer.
- A.10 Chakrabarti, R.; Henneberg, S.; Ivens, B.S. (2019): [Open Sustainability – Perspectives on sustainability partnerships and networks on business markets](#), Industrial Marketing Management, Special Issue (Edited volume).
- A.9 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 (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.
- 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.71 Fleischmann, M., Ivens, B.S. (2019), Exploring the Role of Trust in Blockchain Adoption – An Inductive Approach, [Proceedings of the 2019 HICSS Conference](#), *forthcoming*.
- B.I.70 Rauschnabel, P., Hein, D., Ivens, B.S. (2018), What Drives the Adoption of Autonomous Cars?, [Proceedings of the International Conference on Information Systems \(ICIS\)](#), *forthcoming*.
- 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](#), *forthcoming*.
- 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., Wölfl, S., Ivens, B.S. (2017), From Digital Business Strategy to Market Performance: Insights into Key Concepts and Processes, [Proceedings of the 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 International Conference on Information Systems \(ICIS\)](#), Seoul, South Korea, Manuscript ID ICIS- t.b.a..
- B.I.62 Wölfl, S., Leischnig, A., Ivens, B.S. (2017), Analytics, Innovativeness, and Innovation Performance, [Proceedings of the International Conference on Information Systems \(ICIS\)](#), Seoul, South Korea, Manuscript ID ICIS-t.b.a..

- 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](#), *in press*.
- 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](#), *forthcoming*.
- 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](https://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](https://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](https://doi.org/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 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.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.
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