

**Referierte Konferenzbeiträge:**

**2009**

Paluch, Stefanie (2009): What effects do Remote Services have on the quality of customer relations? - Neglected Outcomes of Remote Services Establishment, 1st Biennial AMS Doctoral Consortium, Oslo, Juli.

Paluch, Stefanie (2009): Neglected Outcomes of Remote Services Establishment. Academy of International Business (AiB) Doctoral Consortium, San Diego, Juni.

Paluch, Stefanie; Blut Markus; Holzmüller Hartmut (2009): Neglected Outcomes of Remote Services Establishment: Results of a Qualitative Study. Symposium on Service Excellence in Management (Quis) 11th Conference, Wolfburg, Juni.

Paluch, Stefanie (2009): Exploratory Research on the Impact of Remote Service Delivery on Buyer/Seller- Relationships in a Cross-Cultural Setting, TU Dortmund, Research Workshop Series, Mai.

Paluch, Stefanie (2009): Challenges of Marketing Remote Services in the Health Care Sector, International Symposium of Service Science, Leipzig, März.

**2008**

Holzmüller, Hartmut; Ingwald, Julia (2008): 3K- Internationale Konfiguration, Koordination und Kundenintegration von Dienstleistungs-unternehmen. Bericht über Konzeption und Arbeitsfortschritt in einem BMBF-Verbundprojekt, Jahrestagung 2008 der Wissenschaftlichen Kommission „Internationales Management“, Wien, Februar.

Blut, Markus; Brock, Christian; Evanschitzky, Heiner; Kenning, Peter (2008): Complaint Handling in the B2B Sector, AMA SERVSIG: 'Capitalizing on Customer Feedback: New Paradigms and Strategic Imperatives', AMA Winter Educators' Conference, Austin, TX, USA, Februar.

Blut, Markus; Woisetschläger, David (2008): The Mediating Effect of Customer Satisfaction between Switching Costs and Customer Loyalty, Proceedings of the AMA Winter Educators' Conference, Austin, TX, USA, Februar.

Backhaus, Christof; Blut, Markus; Evanschitzky, Heiner; Ahlert, Dieter (2008): Antecedents and Performance Outcomes of Relationship Quality: The Case of Franchising, Proceedings of the Academy of Marketing Science Annual Conference, Vancouver, BC, Canada, Mai.

Brock, Christian; Voorhees, Clay; Blut, Markus; Kenning, Peter; Ahlert, Martin (2008): Consequences of Service Failures: Differences between Noncomplainers, satisfied and dissatisfied Complainers, EMAC Conference, Brighton, UK, Mai.

Eiting, Alexander; Blut, Markus; Evanschitzky, Heiner; Woisetschläger, David (2008): Modelling Complex Interactions of Switching Barriers - A Latent Profile Approach, Proceedings of the AMA Summer Educators' Conference, San Diego, CA, USA, August.

Woisetschläger, David; Haselhoff, Vanessa; Backhaus, Christof (2008): Negative Effects in Sponsorships: An Empirical Investigation, *2008 AMS Annual Conference*, Vancouver, Kanada.

Hessenkamp, Vanessa; Ingwald, Julia; Holzmüller, Hartmut (2008): Work in progress: Patients' Trust in Hospitals – A Qualitative Approach, Global Marketing Conference, Shanghai, China, März.

Woisetschläger, David; Hessenkamp, Vanessa; Backhaus, Christof (2008): Reactance to Naming Right Sponsorships: Determinants and Consequences, Global Marketing Conference, Shanghai, China, März.

Ingwald, Julia (2008): Coordination of marketing communication projects of international service firms – A Case Study Approach, RESER 2008, PhD Summer School, Stuttgart, September.

Ingwald, Julia (2008): The Coordination of the International Marketing of Services - A Case Study Approach, AIB 2008 Doctoral Consortium, Milan, Italien, Juni.

Ingwald, Julia (2008): Teilnahme an der 7. Dienstleistungstagung des BMBF, Berlin, April.

Ingwald, Julia; Hessenkamp, Vanessa; Holzmüller, Hartmut (2008): Work in progress: Coordination in Global Marketing - A Literature Review, Global Marketing Conference, Shanghai, China, März.

Jockisch, Maike; Woisetschläger, David; Evanschitzky, Heiner (2008): Do you think I am blind? Effects of New Customer Acquisition Promotion on Existing Customers. Proceedings of the 37th EMAC Conference, Brighton, UK.

Neumann, Debra; Hessenkamp, Vanessa; Lentz, Patrick; Holzmüller, Hartmut H. (2008): Frontline employees' tendency to fish for ideas in customer contact situations - scale development and investigation of an integrated model, Proceedings of the 37th EMAC Conference, Brighton, UK.

Paluch, Stefanie; Woisetschläger, David; Evanschitzky, Heiner (2008): Don't betray me! The role of the brand in preventing negative consumer reactions to price increases. Proceedings of the 37th EMAC Conference, Brighton, UK.

Paluch, Stefanie; Neumann, Debra; Jockisch, Maike (2008): I Want Them to See the Real Me- A qualitative enquiry into what makes corporate career websites attractive to high potentials Proceedings of the 37th EMAC Conference, Brighton, UK.

## **2007**

Holzmüller, Hartmut H. (2007): ExFeD: Der Export ferngelenkter Dienstleistungen – Bericht über Konzeption und Arbeitsfortschritt in einem BMBF-Verbundprojekt, Jahrestagung 2007 der Wissenschaftlichen Kommission „Internationales Management“ ,Wien, Februar.

Lentz, Patrick; Woisetschläger, David M.; Holzmüller, Hartmut H. (2007): Are newspaper subscribers closely connected or just bound by contract? An empirical analysis of moderating effects in the Four-Stage Loyalty Model, Proceedings of the 36th EMAC Conference, Reykjavik, Island, Mai.

Hessenkamp, Vanessa; Neumann, Debra; Holzmüller, Hartmut (2007): Facets of Patients' Trust in Hospitals – A Qualitative Approach to Understanding the Market of Health Care Services, *Joint ISMD and Macromarketing Conference 2007*, Washington, USA, Juni.

Hessenkamp, Vanessa; Neumann, Debra; Ingwald, Julia (2007): Criteria and Motives of Women When Choosing a Maternity Clinic – A Qualitative Investigation, *Joint ISMD and Macromarketing Conference 2007*, Washington, USA, Juni.

Hessenkamp, Vanessa; Neumann, Debra; Ingwald, Julia (2007): A Nine Month Decision: Criteria and Motivations When Choosing a Maternity Clinic - A Qualitative Investigation Using the Laddering-Technique, *Proceedings of the 36th EMAC Conference*, Reykjavik, Island.

Ingwald, Julia; Holzmüller, Hartmut (2007): State of the Art in Global Marketing Coordination, *Second International Conference on Management of Globally Distributed Work (ICMGDW 2007)*, Bangalore, Indien.

Jockisch, Maike; Lentz, Patrick; Woisetschläger, David (2007): Is It Really All Just About What to Have for Lunch?– An Investigation Into Determinants of Employees' Acceptance of Intranet Technology at the Workplace, *Proceedings of the 36th EMAC Conference*, Reykjavik, Island.

Neumann, Debra; Hessenkamp, Vanessa; Ingwald, Julia; Holzmüller, Hartmut H. (2007): Frontline Employees as Boundary Spanners for Innovation - An Explorative Investigation in B2B-Service Companies, *Proceedings of the 36th EMAC Conference*, Reykjavik, Island, Mai.

Neumann, Debra; Holzmüller, Hartmut H. (2007): New Technological Options for Reporting Qualitative Studies, *Special Interest Group on Recent Methodological Advances in Qualitative Marketing Research*, *Proceedings of the 36th EMAC Conference*, Reykjavik, Island, Mai.

Neumann, Debra; Holzmüller, Hartmut; Krause, M. (2006): Service Delivery Encounters in Business-to-Business Contexts as a Source of Innovation – A Conceptual and Explorative Study, *1st International Conference on Business Market Management*, Berlin, März.

## **2006**

Holzmüller, Hartmut H.; Nijssen, Edwin J. (2006): Steppingstones Towards More Procedural Quality in Cross-Cultural Marketing Research, *2nd International Conference on 'Cultural and Cross-National Research in Marketing*, Dortmund, September.

Lentz, Patrick; Sauermann, Christian; Holzmüller, Hartmut H. (2006): Brand Modernity – Scale Development and Implications for Brand Management, 2006, *AMA Winter Educators' Conference*, St. Petersburg, FL, USA, Februar.

Lentz, Patrick; Holzmüller, Hartmut H.; Schirrmann, Eric (2006): City of Origin Effects in the German Beer Market – Transferring an International Construct to a Local Context, *2006 AMA Winter Educators' Conference*, St. Petersburg, FL, USA, Februar.

Sirdeshmukh, Deepak; Lentz, Patrick; Nijssen, Edwin J.; Singh, Jagdip; Holzmüller, Hartmut H. (2006): Dominant Market Logics and firm-Customer Exchanges: A Macro-Micro Analysis, 35th Annual EMAC Conference, Athen, Griechenland, Mai.

Neumann, Debra; Holzmüller, Hartmut H.; Krause, Michael (2006): Service Delivery Encounters in Business-to-Business Contexts as a Source of Innovation – A Conceptual and Explorative Study, 1st International Conference on Business Market Management, Berlin, März

## **2005**

Holzmüller, Hartmut H.; Lentz, Patrick (2005): Brauchen wir Kulturkonzepte in der verhaltensorientierten internationalen Vergleichsforschung? Markt-Milieus und Kundenbeziehungsqualität in drei Staaten, Kommission „Internationales Management“ im Verband der Hochschullehrer für Betriebswirtschaftslehre, Bremen, Februar.

Holzmüller, Hartmut H., Wittkop, Thomas (2005): Cultural Competence of Marketing Expatriates: Relevance, Empirical Evidence, and Training Requirements, 2005 AMA Winter Marketing Educators Conference, San Antonio, TX, USA, Februar.

Holzmüller, Hartmut H.; Lentz, Patrick (2005): Transferring an International Construct to a Local Context: Descriptive and Causal Insights on City-of-Origin Effects in the German beer Market, CIMaR: International Marketing Challenges in the 21st Century, Barcelona, Spanien, Mai.

Lentz, Patrick; Sirdeshmukh, Deepak; Nijssen, Edwin J.; Holzmüller, Hartmut H.; Singh, Jagdip (2005): A Cross-National Study of Market Exchange Milieus and Consumer Loyalty Dynamics: Juxtaposing Generalized and Specific Processes, 65th Annual Meeting of the Academy of Management, Honolulu, HI, USA August.

Lentz, Patrick; Sirdeshmukh, Deepak; Nijssen, Edwin J.; Holzmüller, Hartmut H.; Singh, Jagdip (2005): A Cross-National Study of Consumer Firm Exchange Relationships within the Context of Market Milieus, AMA Winter Marketing Educators' Conference, San Antonio, TX, USA, Februar.

Lentz, Patrick; Holzmüller, Hartmut H.; Schirrmann, Eric (2005): City-of-Origin Effects – Exploratory Research And Development of Research Propositions in the German Beer Market, 12th Biennial World Marketing Congress, Münster, Deutschland, Juni.

Lentz, Patrick; Saueremann, Christian; Holzmüller, Hartmut H. (2005): What's it Worth Being Hip? The Impact of Brand Modernity on Brand Loyalty in a Trendy Market, 34th Annual EMAC Conference, Mailand, Italien, Mai.

Hessenkamp, Vanessa (2005): Facets of Trust of Patients in Health Care – A Qualitative Approach to Understanding the Market of Health Care Services, *EURAM Doctoral Consortium*, TUM Business School, München.

Hessenkamp, Vanessa (2005): Facets of Trust of Patients in Health Care – A Qualitative Approach to Understanding the Market of Health Care Services, *Ph.D. Seminar "Consumption Theory"*, Bilkent University, Ankara, Türkei.

## **2004**

Holzmüller, Hartmut H. (2004): Der globalen Kultur auf der Spur – Stagnation und Entwicklungsmöglichkeiten der interkulturellen Management- und Marketingforschung, Jahrestagung der Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft e. V., Limburgerhof, Februar.

Lentz, Patrick, Teusner, Sandra; Holzmüller, Hartmut H. (2004): Customer Satisfaction, Trust, Value and Loyalty in Relation B2B Exchanges, 33rd EMAC Conference, Murcia, Spanien, Mai.

## **2003**

Holzmüller, Hartmut H. (2003): The Impact of New Information and Communication Technology Tools on Internatuional Marketing Managers: A Conceptual Analysis of Options and Caveats, 2003 AMA Winter Educators' Conference, Orlando, FL, USA, Februar.

Singh, Jagdip; Holzmüller, Hartmut H.; Nijssen, Edwin J. (2003): Bringing the Camel into the Tent: A Case for Multicentric Cross-Cultural Research, 32nd European Marketing Academy (EMAC) Conference, Glasgow, Schottland, Mai.

Singh, Jagdip; Nijssen, Edwin J.; Holzmüller, Hartmut H. (2003): Of Dinosaurs, Elephants & Ugly Ducklings: Fundamental Issues & New Directions for Conducting Cross-Cultural Research in the Global Marketplace, Marketing Science Institute Conference on Global Marketing, Noordwijk, Niederlande, Juni.

## **2002**

Holzmüller, Hartmut H.; Salzberger, Thomas (2002): Die betriebliche Nutzung von Exportinformation – Ergebnisse einer Studie in fünf Staaten, Jahrestagung der Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft e. V., Graz, Februar.

Holzmüller, Hartmut H.; Singh, Jagdip; Nijssen, Edwin J. (2002): Multicentric Cross-national Research; A Typology and Illustration, Multicultural Marketing Conference of the Academy of Marketing Science (AMS), Valencia, Spanien, Juni.

Singh, Jagdip; Nijssen, Edwin J.; Holzmüller, Hartmut H. (2002): A Dispositional Approach to Measure Market Climates, 31st European Marketing Academy (EMAC) Conference, Braga, Portugal, Mai.

## **2001**

Holzmüller, Hartmut H.; Lobin, Daniela; Maindok, Herlinde (2001): On Mickey Mice and Men – Social Functions, Market Effects, and Success Factors of Themed Environments in the Leisure Industry, Academy of Marketing Science (AMS) World Marketing Congress, Cardiff, UK, Juni.

Holzmüller, Hartmut H.; Schlüchter, Jan (2001): The Future of Electronic B2B Marketplaces – Results from a Delphi Study, International Conference on Electronic Commerce ICEC 2001, Wien, Oktober.

Salzberger, Thomas; Holzmüller, Hartmut H.; Souchon, Anne L.; Durden, Geoffrey R.; Diamantopoulos, Adamantios; Axinn, Catherine N. (2001): Assessment of Cross-National Construct Validity by Probabilistic Test Models – The Case of Export Information Usage Scales in the UK and New Zealand, 2001 Australia and New Zealand Marketing Academy Conference (ANZMAC), Auckland, Neuseeland, Dezember.

Singh, Jagdip; Lammerts, Arno; Holzmüller, Hartmut H.; Nijssen, Edwin J.; Sirdeshmukh, Deepak; Pferdekämper, Tanja (2001): A Tale of Two Orientations, 2001 AMA Summer Educators' Conference, Washington, USA, August.

Souchon, Anne L.; Diamantopoulos, Adamantios; Axinn, Catherine N.; Durden, Geoffrey R.; Holzmüller, Hartmut H.; Salzberger, Thomas (2001): Selected Company Characteristics and Environmental Turbulence as Antecedents to Export Information Use – An Exploratory Five Country Study, Academy of International Business, Annual Meeting, Phoenix, AZ, USA, März .

## **2000**

Holzmüller Hartmut H. (2000): The Concept of Cultural Standards: A Pragmatic Tool for the Enhancement of Cultural Sensitivity in International Marketing Management, Academy of International Business, Annual Meeting, Phoenix, AZ, USA, November.

Salzberger, Thomas; Souchon, Anne L.; Diamantopoulos, Adamantios; Axinn, Catherine N.; Durden, Geoffrey R.; Holzmüller, Hartmut H. (2000): An Exploratory Cross-National Assessment of Antecedents to Export Information Use, 29th European Marketing Academy (EMAC), Conference, Rotterdam, Niederlande, Mai.

## **1999**

Holzmüller, Hartmut H. (1999): Interkulturelle Handlungskompetenz - Ein neues Instrument im internationalen Marketing Management, Wissenschaftliche Kommission „Marketing“ im Verband der Hochschullehrer für Betriebswirtschaft e. V., Fürth, Januar.

Holzmüller, Hartmut H., Salzberger, Thomas (1999): Solving the Puzzle of Aquivalence in Cross National Marketing Research, Academy of Marketing Science - World Marketing Conference, Malta, Juni.

Singh, Jagdip; Nijssen, Edwin J.; Holzmüller, Hartmut H.; Sirdeshmukh, Deepak (1999): New Directions in Research on Consumer Trust, 1999 American Marketing Association Summer Educators' Conference, San Francisco, CA, USA, August.

Sinkovics, Rudolf; Holzmüller, Hartmut H. (1999): A Comparison of Qualitative and Quantitative Methods for the Cross-national Measurement of Consumers' National Values, Annual Conference Academy of Marketing Science (AMS), Miami, FL, USA, Mai.

Souchon, Anne L.; Diamantopoulos, Adamantios; Holzmüller, Hartmut H.; Axinn, Catherine N.; Sinkula, Jim; Simmet-Blomberg, Heike (1999): A Cross-Cultural Enquiry into Export Information Use: Empirical Evidence from Austria, Germany, UK, and USA, 28th European Marketing Academy (EMAC) Conference, Berlin, Mai.

### **1998**

Holzmüller, Hartmut H.; Stöttinger, Barbara (1998): A pragmatic Concept for Developing The Cultural Sensitivity of Marketing Managers, 27th EMAC Conference, Stockholm, Schweden, Mai.

Holzmüller, Hartmut H. (1998): Die Entwicklung interkultureller Handlungskompetenzen im Rahmen der universitären Ausbildung, Wissenschaftliche Kommission „Internationales Management“, Pflingsttagung des Verband der Hochschullehrer für Betriebswirtschaft e. V., Wien, Juni.

Holzmüller, Hartmut H.; Sinkovics, Rudolf (1998): Formalized qualitative Cross-National Research: Is Comparative Text Analysis a Promising Tool?, 1998 American Marketing Association Educators' Summer Conference, Boston, MA, USA, August.

Stöttinger, Barbara; Holzmüller, Hartmut H. (1998): Cross-National Stability of an Export Performance Model - A Comparative Study between Europe and The U.S., Annual Meeting Academy of International Business (AIB), Wien, Oktober.

### **1996**

Holzmüller, Hartmut H. (1996): How to Avoid Safari Research in Cross-national Marketing Studies, 25th EMAC Conference, Budapest University of Economic Science, Ungarn, Mai.

### **1995**

Holzmüller, Hartmut H. (1995): A Conceptual Framework for Cross-National Marketing Research, INFORMS (Institute for Operations Research and the Management Science) International I, Global Services and Competitive Technologies, Singapur, Juni.

Holzmüller, Hartmut H. (1995): Cross-Cultural Differences in Consumer Response to Nutrition Labeling on Food Packages, The 7th Bi-Annual World Marketing Conference, Academy of Marketing Science, Melbourne, Australien, Juni.

### **1994**

Sinkovics, Rudolf; Holzmüller, Hartmut H. (1994): Ethnocentrism - A Key Determinant in International Corporate Strategy Formulation?, 20th Annual Conference of EIBA (European International Business Association), Warschau, Polen, Dezember.

### **1993**

Holzmüller, H. H.; Stöllnberger, B. (1993): Causal Modeling of Export Success Factors - Validation and Further Development of an Export Performance Model, Academy of International Business 1993 Annual Meeting, Maui, Hawaii.

Holzmüller, Hartmut H. (1993): Consumer Sentiment towards Marketing in Austria and some Exploratory Cross-National Comparisons, 6th Bi-Annual International Conference of the Academy of Marketing Science, Istanbul, Türkei, Juli.

Holzmüller, Hartmut H. (1993): Theoretisch-konzeptionell fundierte Managementforschung als Basis für die Führung von Auslandsniederlassungen, Symposium "Wissenschaft und Praxis des Management von Auslandsniederlassungen" der Wissenschaftlichen Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft e. V., Nürnberg, Mai.

### **1990**

Holzmüller, Hartmut H. (1990): Situative Stress and Consumer Behavior: Ergopsychometric Approaches in Consumer Behavior, 19th Annual Meeting European Marketing Academy, Innsbruck, Mai.