

VERÖFFENTLICHUNGEN

Beiträge in referierten Zeitschriften

1. Hein, N. (2022): Factors Influencing the Purchase Intention for Recycled Products: Integrating Perceived Risk into Value-Belief-Norm Theory, Sustainability.
2. König, T., Hein, N., Nimsgern, V. (2022): A value perspective on online review platforms: Profiling preference structures of online shops and traditional companies, Journal of Business Research.

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Hein, N. (2021): Use of structural equation modeling to explore factors influencing recycled product purchase intention: VBN-theory and perceived risk, IV Congreso Ajicede, Madrid, Spain, December 2021.
2. König, T., Hein, N., Nimsgern, V. (2021): Company Preference Structures for Online Review Platforms: A Conjoint Analysis with Online Retailers and Traditional Companies, European Marketing Association Annual Conference (EMAC), Online, May 2021.
3. König, T., Hein, N., Nimsgern, V. (2021): Sourcing Online Review Services: Differences in Preference Structures between Online Retailers and Traditional Companies, Annual Conference of the International Purchasing and Supply Education and Research Association (IPSERA), Online, March 2021.