

Beiträge auf Konferenzen mit Begutachtungsprozess

1. Janz, F., Jordanow, S. & Heidenreich, S. (2024): Closing the Loop - Exploring Consumer Adoption of Circular Product Design Strategies, 31st International Product Development Management Conference (IPDMC), Dublin, Ireland, June 2024.
2. Janz F., Jordanow, S., Heidenreich, S., & Schäfer S. (2023): The dark side of sustainable innovation - When and how greenwashing of new products backfires, 30th International Product Development Management Conference (IPDMC), Lecco, Italy, June 2023.