

Dr Heiner Evanschitzky
Professor of Marketing
Aston Business School
Marketing & Strategy Group
Aston Triangle
Birmingham, B4 7ET, UK
+44-(0)121-204-3113 (tel)
+44-(0)121 204 4917 (fax)
h.evanschitzky@aston.ac.uk

DECEMBER 2017

EDUCATION & POSITIONS

2016 onwards	Director of the Aston Centre for Retail Insights (ACRI)
2010 onwards	Professor and Chair in Marketing, Aston University, United Kingdom
2007-2013	Professor of Marketing (FT, from 2010 onwards PT), University of Strathclyde, United Kingdom
2011-2012	Visiting Professor of Marketing, University St. Gallen, Switzerland
2010-2011	Visiting Professor of Marketing, Curtin Business School, Australia
2007	Associate Professor and Habilitation (<i>Venia Legendi</i>) for Business Administration and Marketing, University of Muenster, Germany.
2005-2006	Visiting Professor of Marketing, Florida Atlantic University, USA
2003-2007	Assistant Professor at the Marketing Centrum Muenster (MCM), Germany, Lehrstuhl für Betriebswirtschaftslehre, insbes. Distribution und Handel

-
- 2003 PhD-thesis accepted from the University of Muenster, Marketing Centrum Muenster (MCM), Germany
- 2003-2005 Lecturer at the Westfälische Verwaltungs- und Wirtschaftsakademie (VWA), Muenster, Germany
- 2001-2003 Lecturer at the Industrie und Handelskammer (IHK), Muenster, Germany
- 1999 Master-thesis accepted (“Diplom-Kaufmann”) from the University of Saarland, Germany
- 1996 Study of Economics and Business Administration, University of Texas at Austin, USA
- 1995 Study of Philosophy, Université de Lausanne, Switzerland
- 1993-1999 Study of Business Administration, Philosophy, and Political Science at the University of Saarland, Germany
- 1992 Graduation (“Abitur”) at Willi Graf Gymnasium, Saarbruecken, Germany
- 1990 U.S. Graduation at Judson High School, San Antonio, USA

PUBLICATION RECORD

PAPERS IN REVIEWED JOURNALS (66)

Schaarschmidt, M.; Walsh, G., Evanschitzky, H. (2018): "Customer Interaction and Innovation in Hybrid Offerings: Investigating Moderation and Mediation Effects for Goods and Services Innovation," *Journal of Service Research* (forthcoming).

Taheri, B., Coelho, F., Sousa, C., Evanschitzky, H. (2017): "Mood Regulation, Customer Participation, and Customer Value Creation in Hospitality Services," *International Journal of Contemporary Hospitality Management*, 29 (12), 3063-3081.

Böttger, T., Rudolph, T., Evanschitzky, H., Pfrang, T. (2017): "Customer Inspiration: Conceptualization, Scale Development, and Validation," *Journal of Marketing*, 81 (6), 116-131.

Evanschitzky, H., Malhotra, N., v. Wangenheim, F., Lemmon, K. (2017): "Antecedents of Peripheral Services Cross-buying Behavior," *Journal of Retailing and Consumer Services*, 36 (May), 218-224.

Boulay, J., Caemmerer, B., Evanschitzky, Duniach, K. (2016): "Growth, Uniformity, Local Responsiveness, and System-Wide Adaptation in Multi-Unit Franchising," *Journal of Small Business Management*, 54 (4), 1193-1205.

Eisend, M. Evanschitzky, H., Gilliland, D. (2016): "The Influence of Organizational and National Culture on New Product Performance," *Journal of Product Innovation Management*, 33 (3), 260-276.

Sharma, A., Evanschitzky, H.: "Returns on Key Accounts (2016): Do the Results Justify the Expenditures?" *Journal of Business and Industrial Marketing*, 31 (2), 174-182.

Eisend, M., Evanschitzky, H., Calantone, R. (2016): "The Relative Advantage of Marketing over Technological Capabilities in Influencing New Product Performance: The Moderating Role of Country Institutions," *Journal of International Marketing*, 24 (1), 41-56.

Walsh, G., Walgenbach, P., Evanschitzky, H., Schaarschmidt, M. (2016): Service Productivity: What Stops Service Firms from Measuring It? *Journal of Organisational Transformation & Social Change*, 13 (1), 5-25 (Lead article).

Evanschitzky, H., Caemmerer, B., Backhaus, C. (2016): "The Franchise Dilemma: Entrepreneurial Orientation, Relational Contracting and Opportunism in Hybrid Governance," *Journal of Small Business Management*, (54 (1), 279-298.

Blut, M., Evanschitzky, H., Marck, M., Backhaus, C., Rudd, J. (2016): "Securing Business-to-Business Relationships: The Impact of Switching Costs," *Industrial Marketing Management*, 52 (January), 82-90. (Lead article).

Evanschitzky, H., Iyer, G.R., Pillai, K.G., Kenning, P., Schütte, R. (2015): "Consumer Trial, Continuous Use, and Economic Benefits of a Retail Service Innovation: The Case of the Personal Shopping Assistant," *Journal of Product Innovation Management*, 32 (3), 459-475.

Evanschitzky, H., Emrich, O., Sangtani, V., Ackfeld, A., Reynolds, K., Arnold, M. (2014): "Hedonic Shopping Motivations in Collectivistic and Individualistic Consumer Cultures," *International Journal of Research in Marketing*, 31 (3), 335-338.

Nagengast, L., Evanschitzky, H., Blut, M., Rudolph, T. (2014): "New Insights in the Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link," *Journal of Retailing*, 90 (3), 408-427.

Blut, M., Beatty, S., Evanschitzky, H., Brock, C. (2014): "The Impact of Service Characteristics on the Switching Costs-Customer Loyalty Link," *Journal of Retailing*, 90 (2), 275-290.

Schumann, J., Wunderlich, N., Evanschitzky, H. (2014): "Spillover Effects of Service Failures in Coalition Loyalty Programs: The Buffering Effect of Perceived Program Benefits," *Journal of Retailing*, 90 (1), 111-118.

Punjaisri, K., Evanschitzky, H., Rudd, J. (2013): "Aligning Employee Service Recovery Performance with Brand Values: The Role of Brand-specific Leadership," *Journal of Marketing Management*, 29 (9/10), 981-1006 (Lead article).

Brock, C., Blut, M., Evanschitzky, H., Kenning, P. (2013): "Satisfaction with Complaint Handling: A Replication Study on its Determinants in a Business-to-Business Context," *International Journal of Research in Marketing*, 30 (3), 319-322.

Evanschitzky, H., Armstrong, J.S. (2013): "Research with In-Built Replication: Comment and Further Suggestions for Replication Research," *Journal of Business Research*, 66 (9), 1406-1408.

Evanschitzky, H., Eisend, M., Jiang, Y., Calantone, R. (2012): "Success Factors of Product Innovation: An Updated Meta-Analysis," *Journal of Product Innovation Management*, 29 (S1), 21-37. (Top-10 cited article in the journal)

Evanschitzky, H., Wangenheim, F., Wunderlich, N. (2012): "Perils of Managing the Service Profit Chain: The Role of Time Lags and Feedback Loops," *Journal of Retailing*, 88 (3), 356-366.

Evanschitzky, H., Ramaseshan, B., Woisetschlager, D., Richelsen, V., Blut, M., Backhaus, C. (2012): "Consequences of Customer Loyalty to the Program and to the Company," *Journal of the Academy of Marketing Science*, 40 (5), 625-638. (Lead article)

Evanschitzky, H., Sharma, A., Prykop, C. (2012): "The Role of the Sales Employee in Securing Business Customers Satisfaction: A Multilevel Study," *European Journal of Marketing*, 46 (3), 489-508.

Evanschitzky, H., Brock, C., Blut, M. (2011): "Will You Tolerate this? The Impact of Affective Commitment on Complaint Intention and Post-Recovery Behavior," *Journal of Service Research*, 14 (4), 410-425.

- Blut, M., Backhaus, C., Heussler, T., Woisetschläger, D., Evanschitzky, H., Ahlert, D. (2011): "What to Expect after the Honeymoon: Testing a Life Cycle Theory of Franchise Relationships," *Journal of Retailing*, 87 (3), 306-319.
- Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D. (2011): "Service & Solution Innovation: Overview and Research Agenda," *Industrial Marketing Management*, 40 (5), 657-660.
- Woisetschläger, D., Lentz, P., Evanschitzky, H. (2011): "How Habits, Social Ties, and Economic Switching Barriers affect Customer Loyalty in Contractual Service Settings," *Journal of Business Research*, 64 (8), 800-808.
- Evanschitzky, H., Groening, C., Mittal, V., Wunderlich, M. (2011): "Customer, Employee, and Employee Satisfaction in Franchise Networks: A Generalized Exchange Perspective," *Journal of Service Research*, 14 (2), 136-148. (Lead article of this issue)
- Brock, C., Blut, M., Evanschitzky, H., Ahlert, D., Kenning, P. (2011): "Kundenbindung von Non-Complainern: Neue Aspekte des Beschwerdemanagement," *Zeitschrift für Betriebswirtschaft*, 81, Supplement 2, 57-76.
- Woisetschläger, D., Evanschitzky, H., Backhaus, C. (2011): "Zur Wirkung von Neukunden-Promotions auf Bestandskunden: Eine empirische Analyse in der Mobilfunkbranche," *Zeitschrift für Betriebswirtschaft*, 81 (2), 183-204.
- Woisetschläger, D., Backhaus, C., Evanschitzky, H., Michaelis, M. (2010): "Determinants of Sponsorship Fit: A Multilevel Analysis," *Advances in Consumer Research*, 37.
- Jaakkola, M., Möller, K., Parvinen, P., Evanschitzky, H., Mühlbacher, H. (2010): "Strategic Marketing and Business Performance: A Study in Three European Engineering Countries," *Industrial Marketing Management*, 39 (8), 1300-1310.
- Brock, C., Evanschitzky, H., Blut, M., Kenning, P., Ahlert, M. (2010): "Beschwerdemanagement im B2B-Sektor: Replikation und Erweiterung," *Die Betriebswirtschaft*, 70 (1), 25-40.
- Evanschitzky, H., Armstrong, J.S. (2010): "Replications of Forecasting Research," *International Journal of Forecasting*, 26 (1), 4-8. (Lead article)
- Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): "Internal Branding to Influence Employees' Brand Promise Delivery: A Case Study in Thailand," *Journal of Service Management*, 20 (5), 561-579.
- Backhaus, C., Blut, M., Evanschitzky, H., Woisetschläger, D. (2009): "Autonomie und Partnerbindung in strategischen Unternehmensnetzwerken: Eine Mehrebenenbetrachtung," *Managementforschung*, 19, 143-180.
- Walsh, G., Kilian, T., Buxel, H., Evanschitzky, H. (2009): "Die Messung des wahrgenommenen Kundennutzens: Replikation und Anwendung einer Skala," *Die Unternehmung: Swiss Journal of Business Research and Practice*, 63 (2), 158-177.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): "Internal Branding: An Enabler of Employees' Brand-Supporting Behaviours," *Journal of Service Management*, 20 (2), 209-226.

Vogel, V., Evanschitzky, H., Ramaseshan, R. (2008): "Customer Equity Drivers and Future Sales" *Journal of Marketing*, 72 (6), 98-108.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2008): "Exploring the Influences of Internal Branding on Employees' Brand Promise Delivery," *Journal of Relationship Marketing*, 7, (4), 407-424.

Woisetschläger, D., Evanschitzky, H., Holzmüller, H.H. (2008): "Putting Service Relations to the Test: How Can Negative Consumer Reactions of Price Increases be Reduced," *Journal of Relationship Marketing*, 7 (4), 377-390.

Evanschitzky, H., Iyer, G.R., Caemmerer, B. (2008): "Dimensions of Satisfaction in Retail Settings: A Research Note," *Journal of Relationship Marketing*, 7 (3), 275-285.

Sharma, A., Iyer, G.R., Evanschitzky, H. (2008): "Personal Selling of High Technology Products: The Solutions Selling Imperative," *Journal of Relationship Marketing*, 7 (3), 287-308.

Evanschitzky, H., Woisetschläger, D. (2008): "Too Old to Choose? The Effects of Age and Age Related Constructs on Consumer Decision Making," *Advances in Consumer Research*, 35, 630-636.

Walsh, G., Evanschitzky, H., Wunderlich, M. (2008): "Identification and Analysis of Moderator Variables: Investigating the Customer Satisfaction-Loyalty Link," *European Journal of Marketing*, 42 (9/10), 977-1004.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Ahlert, D. (2008): "Der Einfluss der Organisationsstruktur auf Teampformance: Eine gruppenexperimentelle Studie," *Managementforschung*, 18, 1-34. (Lead article)

Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D., Blut, M. (2008): "Consumer Ethnocentrism in the German Market," *International Marketing Review*, 25 (1), 7-32. (Lead article)

Sharma, A., Levy, M., Evanschitzky, H. (2007): "The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople," *Journal of Personal Selling and Sales Management*, 27 (2), 169-181. (Winner of the 'James M. Comer Award' for Best Contribution to Selling and Sales Management Theory/Methodology in *Journal of Personal Selling and Sales Management* for the year 2007)

Eschweiler, M., Evanschitzky, H., Woisetschläger, D. (2007): "Laborexperimente in der Marketingwissenschaft: Bestandsaufnahme und Leitfaden bei varianzanalytischen Auswertungen," *Wirtschaftswissenschaftliches Studium WiSt*, 36 (12), 546-554.

Evanschitzky, H. (2007): "Market Orientation of Service Networks: Direct and Indirect Effects on Sustained Competitive Advantage," *Journal of Strategic Marketing*, 15 (4), 349-368.

Evanschitzky, H., Tönnis, S., Woisetschläger, D., Ahlert, D. (2007): "Der Einfluss von Preiserhöhungen auf Konsumenteneinstellungen: Eine experimentelle Studie," *Thexis*, 4/2007, 7-11.

- v. Wangenheim, F., Evanschitzky, H., Wunderlich, M. (2007): "The Employee-Customer Satisfaction Link: Does It Hold For All Employee Groups?" *Journal of Business Research*, 60 (7), 690-697.
- Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): "Switching Barriers in the Four-Stage Loyalty Model," *Advances in Consumer Research*, 34, 726-734.
- Evanschitzky, H., Baumgarth, C., Hubbard, R., Armstrong, J.S. (2007): "Replication Research's Disturbing Trend," *Journal of Business Research*, 60 (4), 411-415.
- Evanschitzky, H., Ahlert, D., Blaich, G., Kenning, P. (2007): "Knowledge Management in Knowledge Intensive Service Networks: A Strategic Management Approach," *Management Decision*, 45 (2), 265-283.
- Kenning, P., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): "Consumer Price Knowledge in the Market for Apparels," *International Journal of Retail and Distribution Management*, 35 (2), 97-119.
- Evanschitzky, H., Iyer, G.R., Plaßmann, H., Nießing, J., Meffert, H. (2006): "The Relative Strength of Affective Commitment in Securing Loyalty in Service Relationships," *Journal of Business Research*, 59 (12), 1207-1213.
- Ahlert, D., Evanschitzky, H. (2006): "Multi-Channel-Management im Spannungsfeld von Kundenzufriedenheit und Organisation," *Thexis*, 4/2006, 21-25.
- Aalto-Setälä, V., Evanschitzky, H., Kenning, P., Vogel, V. (2006): "Differences in Consumer Price Knowledge between Germany and Finland: A Cross-Cultural Study," *International Review of Retail, Distribution and Consumer Research*, 16 (5), 591-599.
- Iyer, G.R., Sharma, A., Evanschitzky, H. (2006): "Global Marketing of Industrial Products: Are Interpersonal Relationships Always Critical?" *Industrial Marketing Management*, 35 (5), 611-620.
- Evanschitzky, H., Wunderlich, M. (2006): "An Examination of Moderator Effects in the Four-Stage Loyalty Model," *Journal of Service Research*, 8 (4), 330-345.
- Evanschitzky, H., v. Wangenheim, F. (2006): "Customer Value Based Entry Decision in International Markets," *Journal of Relationship Marketing*, 5 (1) (Special Issue on Customer Value Management), 79-91.
- Baumgarth, C., Evanschitzky, H. (2005): "Die Rolle von Replikationen in der Marketingwissenschaft," *Marketing ZFP*, 27 (4), 253-262.
- Ahlert, D., Evanschitzky, H., Hesse, J. (2005): "Zwischen Relevance und Rigor: Der erfolgreiche Einsatz der Erfolgsforschung in Wissenschaft und Praxis", *Wirtschaftswissenschaftliches Studium WiSt*, 34 (7), 362-367.
- Evanschitzky, H., Iyer, G.R., Hesse, J., Ahlert, D. (2004): "E-Satisfaction: A Re-Examination," *Journal of Retailing*, 80 (3), 239-247.

Evanschitzky, H., Kenning, P., Vogel, V. (2004): "Consumer Price Knowledge in the German Retail Market," *Journal of Product and Brand Management*, 13 (6) (Special Issue on Pricing), 390-405.

REVIEWED CONFERENCE PROCEEDINGS (87)

Backhaus, C., Evanschitzky, H., Jaakkola, M., Pitsis, T.S. (2017): "Exploring Antecedents of Impact in Business and Management Research," Academy of Management Conference, Atlanta, USA.

Brock, C., Blut, M., Evanschitzky, H., Voorhees, C. (2017): "Service Failure and Customer Loyalty – Testing the Boundary Conditions of the Service Recovery Paradox," AMA Winter Educators Conference, Orlando, USA.

Bartikowski, B., Evanschitzky, H., Beatty, S. (2017): "Perceived Brand Age: Item Generation and Initial Validation," AMA Winter Educators Conference, Orlando, USA.

Backhaus, C., Evanschitzky, H., Blut, M., Woisetschläger, D. (2016): "Identifying Contingencies for the Autonomy-Performance Relationship," British Academy of Management, Newcastle, UK.

Caemmerer, B., Brock, C., Evanschitzky, H., Alexander, M. (2016): "Public Service Satisfaction, Citizen Trust and Participation," Academy of Marketing Science – World Marketing Congress, Paris, France.

Alexander, M., Wunderlich, N., Evanschitzky, H. (2016): "When Engagement Leads to Intensity: An Exploratory Study on the Nature of Cocreation Intensity," SERVSIG Conference, Maastricht, Netherlands.

Rudolph, T., Boettger, T., Pfrang, T., Evanschitzky, H. (2016): "Customer Inspiration: Conceptualization, Scale Development, and Validation," Society for Consumer Psychology Conference, St. Pete Beach, USA.

Blut, M., Backhaus, C., Woisetschläger, D., Evanschitzky, H. (2016): "Overcoming Franchisee Disillusionment: The Role of Individual and System-level Factors," AMA Winter Educators Conference, Las Vegas, USA.

Backhaus, C., Blut, M., Woisetschläger, D., Evanschitzky, H. (2015): "What Comes after the Honeymoon? How Franchisor Support Helps New Franchisees Adjustment," British Academy of Management, Portsmouth, UK.

Evanschitzky, H., Blut, M., Backhaus, C., Woisetschläger, D. (2015): "What Comes after the Honeymoon: Assessing the Process of Franchisee Adjustment," Academy of Marketing Science – World Marketing Congress, Bari, Italy.

Evanschitzky, H., Malhotra, N., v. Wangenheim, F., Lemon, K. (2015): "Antecedents of Peripheral Services Cross-Buying Behavior," Academy of Marketing Science – World Marketing Congress, Bari, Italy.

Evanschitzky, H., Linzmajer, M., Woisetschläger, D., Basuroy, S. (2015): "Retail Website Interactivity and Firm Performance: Sometimes Less is More," AMA Winter Educators Conference, February 2015, San Antonio, USA.

Rudolph, T., Boettger, T., Pfrang, T., Evanschitzky, H. (2015): "Customer Inspiration: Conceptualization, Scale Development, and Validation," AMA Winter Educators Conference, February 2015, San Antonio, USA.

Süß, J., Weller, I., Evanschitzky, H., V. Wangenheim, F. (2014): "Level and Consensus of High Performance Work System Perceptions: Effects on Customer Satisfaction," Academy of Management, August 2014, Philadelphia, USA.

Eisend, M., Evanschitzky, H., Calantone, R. (2014): "The Influence of Marketing and Technological Capabilities on New Product Performance: The Moderating Role of Institutions," AMA Winter Educators Conference, February 2014, Orlando, USA.

Boulay, J., Caemmerer, B., Evanschitzky, H., Duniach, K. (2014): "Antecedents and Consequences of Multi-unit Franchising," AMA Winter Educators Conference, February 2014, Orlando, USA.

Blut, M., Backhaus, C., Woisetschläger, D., Evanschitzky, H., Heussler, T. (2013): "How to Impact Franchisee Adjustment: An Empirical Examination of Franchisor Support," Academy of Marketing Science – World Marketing Congress, Melbourne, Australia.

Brock, C., Evanschitzky, H., Caemmerer, B., Meik, J. (2013): "Public Sector Complaint Management – A Missing Perspective in Service Research?" Frontiers in Service Conference, Taipei, Taiwan.

Pokorska, J, Evanschitzky, H. Farrell, A., Pillai, K. (2013): "Relationship Fading in Business-to-Consumer Context, European Marketing Conference, Istanbul, Turkey.

Brock, C., Evanschitzky, H., Caemmerer, B., (2013), "Encouraging Citizen Participation – Complaint Stimulation and Complaint Handling in the Public Sector, European Marketing Conference," Istanbul, Turkey.

Evanschitzky, H., Woisetschläger, D.; Shiu, E. (2013): "Assessing Brand Equity: A Multilevel Mediation Analysis," AMA Winter Educators Conference, February 2013, Las Vegas, USA.

Eisend, M. Evanschitzky, H., Gilliland, D. (2013): "The Influence of Organizational and National Culture on New Product Performance," AMA Winter Educators Conference, February 2013, Las Vegas, USA.

Brock, C., Blut, M, Evanschitzky, H., Kenning, P., Hubert, M. (2012): "Don't Care about Service Recovery – Inertia Effects Buffer the Impact of Complaint Satisfaction," *Advances in Consumer Research*, Vol. 40.

Haji, I., Evanschitzky, H., Combe, I., Farrell, A. (2012): "The Forgotten Brand Personality Dimension," *Advances in Consumer Research*, Vol. 40.

Nagengast, L., Evanschitzky, H., Rudolph, T., Blut, M. (2012): "New Insights in the Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link," *Advances in Consumer Research*, Vol. 40.

Nagengast, L., Evanschitzky, H., Rudolph, T., Blut, M. (2012): "The Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link," AMA Summer Educators Conference, August 2012, Chicago, USA.

Brodbeck, H., Wilson, A., Evanschitzky, H. (2012): "Living the Brand in Socio-Ecological Banks," AMA SERVSIG Conference, June 2012, Helsinki, Finland.

Evanschitzky, H., Ramaseshan, B., Rabbanee, F., Brock, C. (2012): "Road to Perdition? The Phenomenon of Consumer Relationship Fading," AMA Winter Educators Conference, February 2012, St. Petersburg, USA.

Woisetschläger, D., Backhaus, C., Evanschitzky, H. (2012): "Why Shareholders are Better Customers: Four Experimental Studies," AMA Winter Educators Conference, February 2012, St. Petersburg, USA.

Evanschitzky, H., Caemmerer, B., Brock, C. (2011): "A Multi-Level Study on Franchisee- and System-Level Antecedents of Opportunism and Satisfaction," Academy of Marketing Science – World Marketing Congress, July 2011, Reims, France.

Evanschitzky, H., Woisetschläger, D., Eiting, A. (2011): "How Customer Equity Drivers Affect Behavioral Intentions and Behavior Over Time: An Empirical Assessment," Academy of Marketing Science – World Marketing Congress, July 2011, Reims, France.

Evanschitzky, H., Caemmerer, B.: "The Franchise Dilemma: Agent Motivations, Contracting, and Opportunism in Hybrid Governance," Academy of Marketing Science Annual Conference, Mai 2011, Coral Gables, USA.

Blut, M., Brock, C., Evanschitzky, H.: "The Forgetful Customer: Regeneration of Sales after Service Failure," Academy of Marketing Science Annual Conference, Mai 2011, Coral Gables, USA.

Brock, C., Blut, M., Evanschitzky, H., Kenning, P. (2010): "Don't Care about Service Recovery: Inertia Effects Buffer the Impact of Complaint Satisfaction," ANZMAC, December 2010, Christchurch, New Zealand (*Best Paper Award*)

Eiting, A., Evanschitzky, H., Woisetschläger, D. (2010): "Hedging Customer Risks: A Portfolio Dynamics Perspective," AMA Summer Educators Conference, August 2010, Boston, USA.

Blut, M., Brock, C., Evanschitzky, H., Kenning, P. (2010): "Service Failure and Customer Recovery: Differences between B2B- and B2C-Industries," AMA Summer Educators Conference, August 2010, Boston, USA.

Evanschitzky, H., Backhaus, C., Blut, M., Woisetschläger, D. (2010): "When Does Autonomy Matter to Franchisee Performance?" Academy of Management Annual Meeting, August 2010, Montréal, Canada.

Eiting, A., Evanschitzky, H., Woisetschläger, D. (2010): "A Portfolio Dynamics Perspective on Hedging Customer Risks," INFORMS Marketing Science Conference, June 2010, Cologne, Germany.

Evanschitzky, H., Caemerer, B. (2010): "Roads to Customer Performance: Investing Wisely in the Service-Profit Chain," AMA Winter Educators Conference, February 2010, New Orleans, USA.

Brock, C., Evanschitzky, H., Blut, M., Voorhees, C. (2010): "Service Recovery Paradox: Myth or Reality?" AMA Winter Educators Conference, February 2010, New Orleans, USA.

Hartleb, V., Evanschitzky, H., Woisetschläger, D., Ramaseshan B. (2009): "Brand Communities and the Role of Local Dealers," ANZMAC, December 2009, Melbourne, Australia.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Hartleb, V. (2009): "Conceptualizing Relationship Quality in Franchise Systems: Dimensions and Measures," ANZMAC, December 2009, Melbourne, Australia.

Evanschitzky, H., Ramaseshan, B., Vogel, V. (2009): "Consequences of Program Loyalty and Brand Loyalty," AMA Summer Educators Conference, August 2009, Chicago, USA.

Woisetschläger, D., Evanschitzky, H. (2009): "The Swings and Roundabouts of Promotions in Contractual Service Relationships," AMA Summer Educators Conference, August 2009, Chicago, USA.

Evanschitzky, H., Brock, C. (2009): "The Forgiving Customer: Commitment, Intentions, and Behavior after Critical Incidents," Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Evanschitzky, H., Woisetschläger, D., Eiting, A. (2009): "Is There More to Sales than Inertia? Marketing Activities, Purchase Intentions, and Sales," Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Backhaus, C., Evanschitzky, H., Michaelis, M., Schneider, G. (2009): "Trust Me – I know what I'm Doing! The Impact of Salesperson Competence and Country Competence on Initial Trust in International Service Settings," Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Evanschitzky, H., Woisetschläger, D. (2009): "Marketing Mix Efforts and Brand Equity," AMA Winter Educators Conference, February 2009, Tampa, USA.

Ramaseshan, B, Evanschitzky, H., Johnston, M. (2008): "Mediating Effect of Program Loyalty on the Relationships between Value Perception and Relationship Investment on Customer Loyalty," ANZMAC, December 2008, Sydney, Australia.

Eiting, A., Blut, M., Evanschitzky, H., Woisetschläger, D. (2008): "Modeling Complex Interactions of Switching Barriers – A Latent Profile Approach," AMA Summer Educators Conference, August 2008, San Diego, USA.

Brock, C., Evanschitzky, H., Ahlert, D. (2008): "Complaint and Switching Intention After Service Failures – The Role of Affective Commitment and Complaint Barriers," AMA SERVSiG International Research Conference, June 2008, Liverpool, UK.

Evanschitzky, H., Brock, C., Ahlert, D. (2008): "Complaint Intention of Dissatisfied Customers – The Moderating Role of Affective Commitment," Academy of Marketing Science Annual Conference, Mai 2008, Vancouver, Canada.

Evanschitzky, H., Prykop, C. (2008): "The Role of the Sales Employee in Securing Business Customers Satisfaction: A Multilevel Study," Academy of Marketing Science Annual Conference, Mai 2008, Vancouver, Canada. (*Best Paper Award*)

Jockisch, M., Woisetschläger, D., Evanschitzky H. (2008): "Do You Think I'm Blind? Effects of New Customer Acquisition Promotion on Existing Customers," European Marketing Conference (37), May 2008, Brighton, UK.

Woisetschläger, D., Evanschitzky H., Jockisch, M. (2008): "Incentives for New Customer Acquisition and Their Impact on Existing Customers," 2008 Global Marketing Conference, Shanghai, China.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Ahlert, M. (2008): Relationship Quality in Franchise Systems: An empirical Assessment," 2008 Global Marketing Conference, Shanghai, China.

Evanschitzky, H., Brock, C., Kenning, P., Blut, M. (2008): "Complaint Handling in the B2B Sector," AMA Winter Educators Conference, February 2008, Austin, TX.

Woisetschläger, D., Evanschitzky, H. (2008): "Communication of Price Increases: How Can Negative Consumer Reactions be Reduced?" AMA Winter Educators Conference, February 2008, Austin, TX.

Lentz, P., Woisetschläger, D., Evanschitzky, H. (2008): "Are Newspaper Subscribers Closely Connected or just Bound by Contract? Moderating Effects in the Four-Stage-Loyalty Model," AMA Winter Educators Conference, February 2008, Austin, TX.

Sangtani, V., Evanschitzky, H., Reynolds, K.E., Arnold, M.J. (2008): "Hedonic Shopping Motivations across Cultures," Academy of Marketing Science Cultural Perspectives in Marketing Conference, January 2008, New Orleans, LA.

Evanschitzky, H., Prykop, C. (2007): "The Relationship between Employee and Customer Satisfaction in Business Service Settings," INFORMS Marketing Science Conference, October 2007, Singapore.

Evanschitzky, H., Wunderlich, M., Prykop, C. (2007): "The Role of Employee Satisfaction in Managing Customer Satisfaction in Franchise Networks," Academy of Marketing Science – World Marketing Congress, July 2007, Verona, Italy.

Woisetschläger, D., Evanschitzky, H., Lentz, P (2007): "A Longitudinal Analysis of Sponsorship Effects on Brand Perception," Academy of Marketing Science – World Marketing Congress, July 2007, Verona, Italy.

Evanschitzky, H., Woisetschläger, D. (2007): "The Effects of Corporate Efforts on Brand Equity: A Multilevel Analysis," Marketing Communications and Consumer Behavior, June 2007, La Londe, France.

Evanschitzky, H. Blut, M., Ahlert, D. (2007): "The Impact of Marketing Resources on Firm Performance: Findings from Germany," European Marketing Conference (36), May 2007, Reykjavik, Island.

Blut, M., Evanschitzky, H., Backhaus, C., Ahlert, D. (2007): "Customer Value, Customer Satisfaction, and Customer Loyalty: An Examination of the Impact and the Multidimensional Nature of Switching Costs," European Marketing Conference (36), May 2007, Reykjavik, Island.

Woisetschläger, D., Evanschitzky, H. (2007): "Sponsorship Effects on Brand Perception: A Longitudinal Analysis," European Marketing Conference (36), May 2007, Reykjavik, Island.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2007): "An Examination of the Links between Employee Satisfaction, Customer Satisfaction and Profitability: A Time-Series Analysis," AMA Winter Educators Conference, February 2007, San Diego, USA.

Wübben, M., v. Wangenheim, F., Evanschitzky, H., Vogel, V., Lemon, K.N. (2007): "We will do it for you!" Leveraging your Customers' Cross-Buying Potential by Complementing Cross-Category Purchases Through Value Added Services," AMA Winter Educators Conference, February 2007, San Diego, USA.

Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): "Investigating the Interrelationships among Switching Costs and the Four-Stages of Loyalty," AMA Winter Educators Conference, February 2007, San Diego, USA.

Iyer, G.R., Evanschitzky, H. (2006): "Multi-Attribute Measure of Satisfaction in Retail Settings," Proceedings of the Eighth Triennial AMS/ACRA Conference, November 2006, Orlando, USA.

Woisetschläger, D., Evanschitzky, H. (2006): "The Role of Psychological Distance for Export Market Selection of Small and Medium-Sized Enterprise," Second International Conference on Cross-National Research in Marketing, September 2006, Dortmund.

Evanschitzky, H., Sangtani, V., Arnold, M.J, Reynolds, K.E. (2006): "Hedonic Shopping Motivations: A Study in Germany and India," European Marketing Conference (35), May 2006, Athens, Greece.

Blut, M., Vogel, V., Evanschitzky, H., Ahlert, D. (2006): "An Examination of Switching Barriers as Moderators in the Four-Stage Loyalty Model," European Marketing Conference (35), May 2006, Athens, Greece.

Evanschitzky, H., Iyer, G.R. (2006): "Dimensions of Satisfaction in Retail Settings," European Marketing Conference (35), May 2006, Athens, Greece.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2006): "There Is More to Service Than Meets the Eye: The Impact of Employee Satisfaction on Customer Satisfaction and the Role of Contact Intensity," European Marketing Conference (35), May 2006, Athens, Greece.

Iyer, G.R., Evanschitzky, H. (2006): "Dimensions of Retail Satisfaction," 2006 Academy of Marketing Science Annual Conference, May 2006, San Antonio, USA.

Evanschitzky, H., Plaßmann, H. (2006): "Affective and Calculative Commitment as Antecedents of Customer Loyalty," AMA Winter Educators Conference, February 2006, St. Petersburg, USA.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2006): "Making Customers Happy without Seeing Them: The Employee-Customer Satisfaction Link at Varying Customer Contact Levels," AMA Winter Educators Conference, February 2006, St. Petersburg, USA.

Vogel, V., Evanschitzky, H., Kenning, P. (2005): "Consumer Price Knowledge in the German Apparel Retail Market", Academy of Marketing Science – World Marketing Congress, July 2005, Münster, Germany.

Woisetschläger, D., Evanschitzky, H. (2005): "Entry Predictors and Export Market Selection of German SMEs," Academy of Marketing Science – World Marketing Congress, July 2005, Münster, Germany.

Wunderlich, M., Evanschitzky, H. (2005): "Moderators of the Four-Stage Loyalty Model," Academy of Marketing Science – World Marketing Congress, July 2005, Münster, Germany.

Evanschitzky, H., v. Wangenheim, F. (2005): "Consumer Ethnocentrism in the German Market," AMA Winter Educators Conference, February 2005, San Antonio, USA.

Evanschitzky, H., Walsh, G. (2005): "Investigating the Moderators of the Customer Satisfaction-Loyalty Link: Evidence from Retailing," AMA Winter Educators Conference, February 2005, San Antonio, USA.

Evanschitzky, H. (2004): "Success in Service Networks: A Network Marketing Approach," European Marketing Academy (EMAC) 33. Conference, May 2004, Murcia, Spain.

Evanschitzky, H., Kenning, P., Ahlert, D. (2003): "Ways out of the Management Dilemma in F&C Networks: A New Paradigm for Cooperative Network Management," International Conference on Economics and Management of Networks (EMNET), July 2003, Vienna, Austria.

Evanschitzky, H., Wunderlich, M. (2003): "Integrated Satisfaction-Management in Service Networks," Academy of Marketing Science – World Marketing Congress, June 2003, Perth, Australia.

EDITORSHIP (Book Series)

Applied Marketing Science, DUV – Springer/Gabler Academic Press, Wiesbaden, New York.
Editors: Woisetschläger, D., Ahlert, D., Backhaus, C., Blut, M., Brock, C., Eggert, A., Evanschitzky, H., Garnefeld, I., Hesse, J., Iyer, G., Holzmüller, H., Pelton, L., Schumann, J.H., Sharma, A., Wangenheim, F., Wunderlich, N.

VOLUMES IN “APPLIED MARKETING SCIENCE” (selected; 25 in total)

Lucas, C. (2015): *Sponsor- and Country-Related Predictors of Sponsorship Effectiveness in a National and International Environment*.

Steckstor, D. (2012): *The Effects of Cause-Related Marketing on Customers' Attitudes and Buying Behavior*.

Paluch, S. (2012): *Remote Service Technology Perception and its Impact on Customer-Provider Relationships*.

Codita, R. (2011): *Contingency Factors of Marketing-Mix Standardization*.

Woisetschläger, D., Michaelis, M., Evanschitzky, H., Eiting, H., Backhaus, C. (2010): *Marketing von Solutions - Innovative Ansätze und Best Practices*.

Schumann, J. (2009): *The Impact of Culture on Relationship Marketing in International Services*.

Wübber, M. (2008): *Analytic CRM: Developing and Maintaining Profitable Customer Relationships in Non-Contractual Settings*.

Evanschitzky, H., Iyer, G. R. (2007): *E-Services: Current Trends and Future Challenges*.

Ahlert, D., Becker, B., Evanschitzky, H., Hesse, J., Salfeld, A. (2005): *Exzellenz in Markenmanagement und Vertrieb – Grundlagen und Erfahrungen*, 2nd Ed.

OTHER EDITED BOOKS

Baumgarth, C., Eisend, M., Evanschitzky, H. (Eds.): *Empirische Mastertechniken: Eine anwendungsorientierte Einführung für die Marketing- und Management*, Wiesbaden 2009.

Schröder, H., Olbrich, R., Kenning, P., Evanschitzky, H. (Eds.): *Distribution und Handel in Theorie und Praxis*, Wiesbaden 2009.

Evanschitzky, H., Reihlen, M. (Eds.): *Allgemeine Verfahren und Tools für neue Gestaltungskonzepte – Dokumentation der Forschungsgruppe Wissen2100*, Bonn 2004.

Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.): *Exzellenz in Markenmanagement und Vertrieb – Grundlagen und Erfahrungen*, Wiesbaden 2004.

Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.): *Exzellenz in Dienstleistung und Vertrieb – Konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002.

MONOGRAPHS

Boulay, J., Caemmerer, B., Duniach-Smith, K., Evanschitzky, H. (2011): *L'option multi-franchise dans la stratégie de développement des réseaux de franchise*, Contrat de recherche 2010-2011 commandité par la Fédération Française de la Franchise, Paris.

Evanschitzky, H. (2003): *Erfolg von Dienstleistungsnetzwerken – Ein Netzwerkmarketingansatz*, Wiesbaden.

Ahlert, D., Evanschitzky, H. (2003): *Dienstleistungsnetzwerke*, Berlin.

Ahlert, D., Evanschitzky, H., Hesse, J. (2001): *E-Commerce zwischen Anspruch und Wirklichkeit*, Frankfurt 2001.

BOOK CHAPTERS

Evanschitzky, H., Woisetschläger, D., Backhaus, C., Michaelis, M. (2013): "Kundenbindung in Dienstleistungsnetzwerken," in Bruhn, M., Homburg, C. (Ed.): *Handbuch Kundenbindungsmanagement* (forthcoming).

Kawohl, J., Evanschitzky, H., Woisetschläger, D., Ahlert, D. (2009): "Towards a Measurement of Solution Orientation: Construct and Research Directions," in Alt, R., Fähnrich, K.P., Franczyk, B. (Eds.): *ISSS 2009*.

Woisetschläger, D., Michaelis, M., Backhaus, C., Evanschitzky, H. (2009): "The Customer Comes Second! Warum Mitarbeiterbindung in Dienstleistungsnetzwerken wichtig für die Kundenbindung ist," in Späth, D. (Ed.): *Arbeits- und Dienstleistungsforschung als Innovationstreiber: Bilanzen, Herausforderungen, Zukünfte*, Stuttgart, 173-180.

Evanschitzky, H., Tönnis, S., Woisetschläger, D. (2009): "Retail Pricing: Können Produktveränderungen negative Kundenreaktionen auf Preiserhöhungen verhindern?" in Schröder, H., Olbrich, R., Kenning, P., Evanschitzky, H. (Eds.): *Distribution und Handel in Theorie und Praxis*, Wiesbaden 2009, 265-293.

Evanschitzky, H., Ahlert, D. (2007): "Managing Service Networks' Success," in Späth, D., Fähnrich, K.P. (Eds.): *Advances in Service Innovation*, New York 2007, 151-165.

Evanschitzky, H., Iyer, G.R. (2007): "E-Services: Opportunities and Challenges – An Overview," in Evanschitzky, H., Iyer, G.R. (Eds.): *E-Services: Opportunities and Threads*, Wiesbaden 2007, S. 1-5.

Evanschitzky, H., v. Wangenheim, F. (2006): "Customer Value Based Entry Decision in International Markets," in Bejou, D., Iyer, G.R. (Eds.): *Capturing Customer Equity: Moving from Products to Customers*, Binghamton/Haworth, 79-91.

Evanschitzky, H., Ahlert, D. (2006): "Der hybride Konsument," in Grob, H.L., v. Brocke, J. (Eds.): *Internetökonomie*, München 2006, S. 23-44.

Ahlert, D., Blut, M., Evanschitzky, H. (2006): "Current Status and Future Evolution of Retail Formats," in Krafft, M., Mantrala, M. (Eds.): *Retailing in the 21st Century – Current and Future Trends*, New York 2006, 289-308.

Evanschitzky, H., Goutier, M. (2005): "Network Relationship Management bei Dienstleistungen," in Ahlert, D., Olbrich, R., Schröder, H. (Eds.): *Jahrbuch Handelsmanagement 2005*, Frankfurt a. M. 2004, 107-123.

Ahlert, D., Evanschitzky, H., Woisetschläger, D. (2005): "Markenmanagement in internationalen Märkten," in Bruhn, M., Stauss, B. (Eds.): *Internationalisierung von Dienstleistungen*, Wiesbaden 2005, 229-252.

Ahlert, D., Evanschitzky, H., Kenning, P., Vogel, V. (2005): "Das Preiswissen deutscher Kunden: Eine international vergleichende Status Quo-Analyse," in Trommsdorff, V. (Ed.) *Handelsforschung 2005*, 259-277.

Evanschitzky, H., Wunderlich, M. (2004): "Integriertes Zufriedenheitsmanagement in Dienstleistungsnetzwerken," in Kreiblich, R., Oertel, B. (Eds.), *Erfolg mit Dienstleistungen*, Stuttgart 2004, 353-363.

Ahlert, D., Evanschitzky, H., Hesse, J. (2004): "Konsumentenverhalten im Internet: Die E-Zufriedenheit," in Wiedmann, K.P., Buxel, H., Frenzel, T., Walsh, G. (Eds.), *Konsumentenverhalten im Internet*, Wiesbaden 2004, 119-143.

Ahlert, D., Evanschitzky, H., Woistschläger, D. (2004): "Internationalisierung von Franchisesystemen", in Ahlert, D., Olbrich, R., Schröder, H. (Eds.), *Jahrbuch Handelsmanagement 2004*, Frankfurt a. M. 2004, 303-321.

Evanschitzky, H., Woisetschläger, D. (2004): "Internationalisierung einer Marke", in Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.), *Exzellenz in Markenmanagement und Vertrieb - Grundlagen und Erfahrungen*, Wiesbaden 2004, 49-62.

Evanschitzky, H., Hesse, J. (2004): "Vertrieb in der Konsumgüterindustrie," in Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.), *Exzellenz in Markenmanagement und Vertrieb - Grundlagen und Erfahrungen*, Wiesbaden 2004, 75-87.

Ahlert, D., Evanschitzky, H., Wunderlich, M. (2003): "Kooperative Unternehmensnetzwerke: Nationale und internationale Entwicklungs- und Wachstumsperspektiven des Franchising," in Zentes, J., Swoboda, B., Morschett, D. (Eds.), *Kooperationen, Allianzen und Netzwerke*, Wiesbaden, 2003, 564-586.

Evanschitzky, H., Gawlik, H. (2003): "Banking im Aufbruch: Kundenbindung durch Multikanal-Management," in Ahlert, D., Hesse, J., Jullens, J., Smend, P. (Eds.), *Multikanalstrategien*, Wiesbaden, 2003, 197-222.

Ahlert, D., Blaich, G., Evanschitzky, H. (2003): "Systematisierung von Dienstleistungsnetzwerken," in Bruhn, M., Stauss, B. (Eds.), *Dienstleistungsnetzwerke. Jahrbuch Dienstleistungsmanagement 2003*, Wiesbaden, 2003, 31-59.

Ahlert, D., Evanschitzky, H., Hesse, J. (2002): "Die Erfüllung von Kundenbedürfnissen als Determinante der Kundenzufriedenheit", in Ahlert, D., Olbrich, R., Schröder, H. (Eds.), *Jahrbuch Handelsmanagement 2002*, Frankfurt a. M. 2002, 163-190.

Evanschitzky, H., Mörsdorf, T. (2002): "Erfolgsfaktoren der New Economy," in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb - konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002, 31-66.

Evanschitzky, H., Steiff, J. (2002): "NetworkExcellence - Positionierungsmodell und erfolgskriterienorientierte Balanced Scorecard," in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb - konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002, 205-231.

Ahlert, D., Evanschitzky, H. (2002): "Erfolgsfaktoren von Dienstleistungsnetzwerken: Theoretische Grundlagen und empirische Ergebnisse," in Bruhn, M., Stauss, B. (Eds.), *Electronic Services. Jahrbuch Dienstleistungsmanagement 2002*, Wiesbaden 2002, 121-147.

Ahlert, D., Blaich, G., Evanschitzky, H., Hesse, J. (2002): "Erfolgsforschung in Dienstleistungsnetzwerken," in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb - konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002, 1-30.

Evanschitzky, H. (2001): "Auswirkungen des E-Commerce auf Franchisesysteme," in Ahlert, D. (Eds.), *Handbuch Franchising & Cooperation*, Neuwied und Kriftel 2001, 297-310.

Evanschitzky, H. (2001): "Das Verhältnis neuer zu traditionellen Absatzkanälen im Rahmen des Channel Management," in Conrady, R., Jaspersen, T., Pepels, W. (Eds.), *Handbuch Online Marketing*, Neuwied und Kriftel 2001, 222-240.

Evanschitzky, H. (2000): "Business Models for the New Economy and their Implications for Benchmarking Activities," in Ahlert, D. (Eds.), *Diskussionsforum für Handel, Distribution und Netzwerkmanagement 2000*, 71-82.

WORKING PAPERS

Backhaus, C., Evanschitzky, H., Manuelis, M., Woisetschläger, D. (2009): "TrikotSponsoring 2008/09 – Was die Fans der 1. Fußball-Bundesliga über die Sponsoren ihrer Vereine denken," Dortmund.

Ruppelt, L., Backhaus, C., Evanschitzky, H., Ahlert, D. (2008): "Der Einfluss von Netzwerkstrukturen auf Task-Performance," Forschungsbericht IMADI.NET, Münster.

Eschweiler, M., Evanschitzky, H., Woisetschläger, M. (2007): "Laborexperimente in der Marketingwissenschaft: Bestandsaufnahme und Leitfaden bei varianzanalytischen Auswertungen," MCM-AP Nr. 46, Münster.

Ahlert, D., Evanschitzky, H., Thesing, M. (2006): "Kundentypologie in der Multikanalwelt – Ergebnisse einer Online- und Offline-Befragung," Forschungsbericht 44, Internetökonomie und Hybridität, Münster.

Ahlert, D., Evanschitzky, H., Thesing, M. (2006): "Zahlungsbereitschaft im online Handel – Eine empirische Untersuchung mittels der Conjoint Analyse," Forschungsbericht 34, Internetökonomie und Hybridität, Münster.

Gaur, S. S., Evanschitzky, H., Ahlert, D., Kolhatkar, A.A. (2005): "Marketing innovative Service Solutions with Interorganizational Service Networks: Opportunities and Threats," Forschungsbericht Nr. 26, Internetökonomie und Hybridität, Münster 2005.

Ahlert, D., Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D. (2005): "Ethnocentric Buying Behavior and Country-of-Origin Effects," Scientific Discussion Paper Series, No. 5, Münster 2005. (2nd ed.)

Ahlert, D., Evanschitzky, H. (2004): "Erfolgsfaktoren des Multi-Kanal-Managements," Forschungsbericht Nr. 5, Internetökonomie und Hybridität, Münster 2004.

Ahlert, D., Blach, G., Evanschitzky, H., Kenning, P. (2004): "Knowledge Management in Knowledge Intensive Service Networks," Münster 2004.

Ahlert, D., Evanschitzky, H., Hesse, J. (2003): "E-Satisfaction: Replication and Extension," Scientific Discussion Paper Series, No. 3, Münster 2003 (2nd Ed.).

Ahlert, D., Evanschitzky, H., Wunderlich, M. (2003): "Franchisenehmerakquisition und -bindung 2003," Münster 2003.

Ahlert, D., Evanschitzky, H., Hesse, J. (2002): "E-Satisfaction: Replication and Extension," Münster 2002.

Ahlert, D., Evanschitzky, H. (2002): "Success Factors for Service Networks: A Network Marketing Approach", Münster 2002.

Evanschitzky, H., Heinrich, D. (2002): "Chancen und Risiken des Internet für das Bankgewerbe", Münster 2002.

Ahlert, D., Evanschitzky, H. (2002): "Erfolgsfaktoren von Franchisesystemen," Münster 2002.

Ahlert, D., Evanschitzky, H., Multhaupt, P. (2000): "Internationales Benchmarking internetbasierter Geschäftsmodelle in Netzwerken der Automobilbranche," Münster 2000.

Ahlert, D., Evanschitzky, H., Jüßen, T. (2000): "Zielrichtung des universitären Personalmarketing," Münster 2000.

OTHER PUBLICATIONS

Evanschitzky, H. (2015): "How the Changing Retail Landscape Can Transform the Fortunes of the Humble Cash and Carry," *Wholesale Manager*, June 2015, 5.

Woisetschläger, D., Backhaus, C, Evanschitzky, H. (2009): "Wie Fußballfans Sponsoren beurteilen," *Transfer-Werbeforschung und Praxis*, 4/2999, 51-57.

Eiting, A., Woisetschläger, D., Blut, M., Evanschitzky, H., Köster, L. (2008): "Gezielte Kundenbindung durch Segmentierung: Anwendung der Latent-Profile-Analyse bei Kundenheterogenität," *Planung & Analyse*, 6/2008, 2-6.

Evanschitzky, H., Woisetschläger, D. (2005): "Made in Germany bei Automarken Trumpf?" *Markenartikel* 7/2005, 36-41.

Evanschitzky, H., Heinrich, D. (2002): "Chancen und Risiken des Internet für das Bankgewerbe," *Banken & Sparkassen* Januar 2002, 8-14.

Evanschitzky, H. (2001): "Gläserner Kunde," in *Einzelhandelsberater (EHB)* December 2001, 16-18.

Ahlert, D., Evanschitzky, H., Hesse, J. (2001): "Zwischen Anspruch und Wirklichkeit," *CYBiz* Juni 2001, 74-78.

Evanschitzky, H., Multhaupt, P. (2001): "Nur die Besten – Gebrauchtwagen Internet-Börsen," *Autohaus* Juni 2001, 48-49.

Evanschitzky, H., Westerfeld, J. (2000): "Unternehmensnetzwerke: Partnerauswahl erfolgsentscheidend," *Dynamik im Handel (DIH)* November 2000, 20-22.