

Publikationen Daniel Wentzel (Stand: Juli 2020)

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Raff, S., Wentzel, D., and Obwegeser, N. (2020), "Smart Products: Conceptual Review, Synthesis, and Research Directions", *Journal of Product Innovation Management*, forthcoming.

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Nägele, N., von Walter, B., Scharfenberger, P., und Wentzel, D. (2020), "Touching Services: Tangible Objects Create an Emotional Connection to Services Even Before Their First Use", *Business Research*, forthcoming.

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Paluch, S., Antons, D., Brettel, M., Hopp, C., Salge, T.-O., Piller, F., und Wentzel, D. (2019), "Stage-Gate and Agile Development in the Digital Age: Promises, Perils, and Boundary Conditions", *Journal of Business Research*, 110, 495-501.

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Nguyen, N.-C.; Wentzel, D. (2019): "Yes, We Can! How Implicit Theories of Ability Affect Evaluations of Self-Production Kits", Conference of the European Marketing Academy, Hamburg.

Rose, S.; Wentzel, D. (2019): "Intertemporal Consumption in Reward-Based Crowdfunding: The Influence of Psychological Distance on Backers' Mental Construal of Proposed Products", Conference of the European Marketing Academy, Hamburg.

Kindermann, B.; Antons, D.; Salge, T.-O. (2018): "Tracing the Decline of Theory Employment in Marketing Scholarship", Conference of the European Marketing Academy, Glasgow.

Raff, S.; Wentzel, D. (2018): "Alexa, Are You Connected to the CIA? Uncovering Consumers' Resistances to Smart Products", Conference of the European Marketing Academy, Glasgow.

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Kindermann, B; Salge, O.; Wentzel, D. (2017): "Thriving in Innovation Ecosystems: Towards a Collaborative Market Orientation", Winter Educators' Conference of the American Marketing Association, Orlando.

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Kehr, F.; Wentzel, D.; Kowatsch, T.; Fleisch, E. (2014): "Privacy Paradox Revised: Pre-Existing Attitudes, Psychological Ownership, and Actual Disclosure", International Conference on Information Systems, Auckland.

Scharfenberger, P.; Wentzel, D.; Warlop, L.; Tomczak, T. (2014): "Tangible Possessions and the Self – How Objects Reduce Perceived Distance to Their Symbolized Meanings", Advances in Consumer Research, Baltimore.

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- von Walter, B., Wentzel, D. und Tomczak T. (2014), „Bewerber besser ansprechen“, *Harvard Business Manager*, März 2014, S. 12-13.
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