

Publikationen Daniel Wentzel (Stand: August 2023)

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- Kindermann, B., Wentzel, D., Antons, D., und Salge, T.-O. (2023), "Conceptual Contributions in Marketing Scholarship: Patterns, Mechanisms, and Rebalancing Options", *Journal of Marketing*, zur Veröffentlichung akzeptiert.
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- Wittich, J., Landwehr, J., und Wentzel, D. (2023), "How Expressing One's Likes and Dislikes Affects Enjoyment: A Replication", *Marketing Letters*, 34 (2), 343-349.
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- Runge, J., Wentzel, D., Huh, J.-Y., und Chaney, A. (2023), "Dark Patterns in Online Services: A Motivating Study and Agenda for Future Research", *Marketing Letters*, 23 (1), 155-160.
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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.
- Wiecek, A., Wentzel, D., und Landwehr, J. (2019), "The Aesthetic Fidelity Effect", *International Journal of Research in Marketing*, 36(4), 542-557.
- Dahm, M., Wentzel, D., Herzog, W., und Wiecek A. (2018), "Breathing Down Your Neck! The Impact of Queues on Customers Using a Retail Service", *Journal of Retailing*, 94 (2), 217-230.
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