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Monographs:

Refereed Journals:
Peer-reviewed Conference Proceedings:

- Heidenreich, S. & Handrich, M. (2013): The power of co-creation - Examining customers’ willingness to co-create as the missing link to explain the adoption of technology-based services, 2013 AMA Summer Marketing Educators’ Conference, Boston, USA, August 2013

Reviews:

- Journal of Product Innovation Management (Ad-hoc Reviewer)
- International Journal of Innovation Management (Ad-hoc Reviewer)
- Journal of Service Management (Ad-hoc Reviewer)
- R&D Management Journal (Ad-hoc Reviewer)