

# PUBLICATIONS

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## Refereed Journals:

- Hügel, S., Kreutzer, M. (2019) The Impact of Organizational Slack on Innovative Work Behaviour: How do Top Managers and Employees Differ?, *International Journal of Innovation Management*, forthcoming
- Hügel, S., Kreutzer, M., Rottke, N.B. (2018) Firm Innovativeness in Service Industries: A Construct Validation in the External Environment and Industry Structure Contexts, *International Journal of Innovation Management*, forthcoming: <https://doi.org/10.1142/S1363919619500518>
- Cardinal, L.B., Kreutzer, M., Miller, C.C. (2017) An Aspirational View of Organizational Control Research: Re-invigorating Empirical Work to Better Meet the Challenges of 21st Century Organizations, *Academy of Management Annals*, 11(2): 1-34, <https://doi.org/10.5465/annals.2014.0086>
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- Kreutzer, M., Cardinal, L.B., Walter, J., & Lechner, C. (2016) Formal and Informal Control as Complement or Substitute? The Role of the Task Environment, *Strategy Science*, Volume 1 Issue 4, December 2016, pp. 235-255: <http://pubsonline.informs.org/doi/full/10.1287/stsc.2016.0019>
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- Hauptenthal, F., Kreutzer, M., & Müller-Stewens, G. (2014). Strategische Programme erfolgreich meistern. *Harvard Business Manager*, 2, 32-41. <http://www.harvardbusinessmanager.de/heft/d-124426734.html>
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- Kreutzer, M., & Wagner, J. (2013). New Solvency Regulation: What CEOs of Insurance Companies Think. **Geneva Papers on Risk and Insurance**, 38, 213-249. [https://www.genevaassociation.org/media/943181/ga2013\\_gp38-2-kreutzerwagner.pdf](https://www.genevaassociation.org/media/943181/ga2013_gp38-2-kreutzerwagner.pdf)
- Kreutzer, M. & Menz, M. (2012). Berater im harten Wettbewerb. **Harvard Business Manager**, December, 8-11. <http://www.harvardbusinessmanager.de/heft/d-89521592.html>
- Lechner C., & Kreutzer, M. (2010). Coordinating Growth Initiatives in Multi-Unit Firms. **Long Range Planning**, 43(1), 6-32. <http://dx.doi.org/10.1016/j.lrp.2009.10.002>
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## Contributions to Edited Volumes

- Cardinal, L.B.; Miller, C.C.; Kreutzer, M. & TenBrink, C. (2015): Strategic Planning and Firm Performance: Towards a better Understanding of a Controversial Relationship. Invited Chapter by M. Mumford & M. Frese (Eds.): *The Psychology of Planning in Organizations: Research and Applications*, New York: Routledge Taylor & Francis Group, 260-288
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### Educational Books:

- Kreutzer, M. (2008). Controlling Strategic Initiatives: A Contribution to Corporate Entrepreneurship. **Dissertation** No. 3515, University of St.Gallen. Bamberg: Difo-Druck.

### Conference Contributions

- An, D.; Kreutzer, M. (2018): Inter-Team Coopetition and Time-To-Market, proposal accepted for presentation at the Strategic Management Society Conference (Paris, France)
- Hummel, M.; Kreutzer, M. (2018): Coopetition and Multi-Partner Alliance Performance: The Role of Exploitation and Exploration Goals, paper accepted for presentation at the Academy of Management Meeting (Chicago, USA)
- Ergene, E; Kreutzer, M.; Floyd, S. (2017): Strategic Initiatives: A Review and Future Directions, proposal presented at the Strategic Management Society Conference (Houston, USA)
- Ergene, E; Kreutzer, M.; Floyd, S. (2017): Strategic Initiatives: A Review and Future Directions, paper presented in Symposium on Interfaces of Strategic Leaders at the Academy of Management Meeting (Atlanta, USA)
- Hummel, M. & Kreutzer, M. (2017): Joint Value Creation of PSFs in Coopetition: A Multilevel Mediation Model, paper presented at the PSF conference (Stockholm, Sweden)
- Landau, C.; Kreutzer, M. & Hummel, M. (2016): Do Business Models Matter? Performance Differences of Online Sales Activity Systems, conference paper presented at the Academy of Management (Anaheim, USA), TIM division
- Kreutzer, M.; Kreutzer, K. & Walter, J. (2016): Antecedents and Outcomes of Peer Control: A Multi-level Analysis, proposal presented at the Strategic Management Society Conference (Berlin, Germany)
- Landau, C.; Kreutzer, M. & Hummel, M. (2016): Performance Differences of Online Business Models, proposal presented at the Strategic Management Society Conference (Berlin, Germany)
- Hummel, M. & Kreutzer, M. (2016): Coopetition and Inter-Organizational Project Performance: The Interplay between Project- and Firm-level Coopetition, proposal presented at the Strategic Management Society Special Conference (Rome, Italy)
- Kreutzer, M.; Kreutzer, K. & Walter, J. (2015): Antecedents and outcomes of peer control: A multi-level analysis, paper presented at the Academy of Management (Vancouver, Canada), OMT division
- Hettich, E. & Kreutzer, M. (2015): Coping with Coopetition in Multipartner Alliances: The Role of Bridging Activity, paper presented at the Academy of Management (Vancouver, Canada), BPS division

- Kreutzer, M. & Höker, M.C. (2015): Performance Implications of Differing Alliance Configurations: A Fuzzy-Set Analysis, proposal presented at the Strategic Management Society Special Conference in St. Gallen (Switzerland)
- Kreutzer, M., & Walter, J. (2014). Formal and Informal Control as Complements or Substitutes? The Role of the Task Environment. Conference paper presented at the Strategic Management Society, Madrid, Spain. Nominated for the Best Conference Paper and the Practice Implications Award.
- Kreutzer, M., Cardinal, L.B., Walter, J., & Lechner, C. (2014): Formal and Informal Control as Complements or Substitutes? The Role of the Task Environment. Conference paper presented at the Academy of Management, Philadelphia, USA. Included in Best Paper Proceedings.
- Oh, L., Kreutzer, M., & Lechner, C. (2014). Organizational Complexity Attributes and Performance during Economic Shocks: An Activity System View. Conference presented at the Academy of Management, Philadelphia, USA.
- Kreutzer, M., & Kreutzer, K. (2014). The Role of Informal Control for Volunteer Satisfaction and Turnover in Volunteer Work Teams. Conference paper presented at the Academy of Management, Philadelphia, USA. Included in Best Paper Proceedings.
- Kreutzer, M., Walter, J., & Cardinal, L.B. (2013). Organizational Control as an Antidote for Organizational Politics. Conference paper presented at the Academy of Management, Lake Buena Vista, USA.
- Kreutzer, M., & Kreutzer K. (2013). Informal Control in Volunteer Work Teams – the Role of Clan and Peer Controls for Volunteer Satisfaction and Turnover. Conference paper presented at the 7th Conference on Performance Measurement and Management Control, Barcelona, Spain.
- Kreutzer, M., & Meissner, F. (2013). International Business Model Replication – The Role of Contextuality of Inter-Firm Activities. Conference paper presented at the Strategic Management Society Lake Geneva Special Conference, Lausanne, Switzerland.
- Cardinal, L.B., & Kreutzer, M. (2013). An Agenda for Organizational Control Research: Looking through the Kaleidoscope of the Past and Present. Conference paper presented at the Strategic Management Society Glasgow Special Conference, Glasgow, Scotland.
- Kreutzer, M. (2012). Informal Control Modes and Initiative Performance: The Moderating Role of Supervisors' Political Behavior. Conference paper presented at the Strategic Management Society, Prague, Czech Republic. Nominated for the Best Conference Paper Award and the Practice Implications Award.
- Albert, D., & Kreutzer, M. (2011). Article Quality and Team Size in Management Research: The Moderating Role of Article Type. Conference paper presented at the Academy of Management, San Antonio, USA.
- Albert, D., Kreutzer, M., & Lechner, C. (2011). Interdependencies of Activity Systems and Strategic Renewal. Conference paper presented at the Strategic Management Society, Miami, USA.
- Oh, L., & Kreutzer, M. (2011). Regulatory Events and Activity System Adaptation: The Role of Resource Properties. Conference paper presented at the Strategic Management Society, Miami, USA.
- Albert, D., Kreutzer, M., & Lechner, C. (2010). Strategic Renewal of Activity Systems: A Model for Interdependence Characteristics. Conference paper presented at the Strategic Management Society, Rome, Italy.
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## Case Studies / Teaching Material

- Kreutzer, M. & Pfeffer, V. (2019). The Renault-Nissan Strategic Alliance: Past Accomplishments and Future Challenges, forthcoming.
- Kreutzer, M., & Hummel, M. (2016). Opportunities and Risks After Market Deregulation: The Case of Germany's Long-Distance Travel Market. The Case Centre. Reference no.: 316-0291-1, Case Study and Teaching Note: <http://www.thecasecentre.org/educators/products/view?id=137768>
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## Other Contributions

- Kreutzer, K., & Kreutzer, M. (2013). Ergebnisse Befragung ehrenamtlicher Mitarbeiter, presented by first author at UNICEF Arbeitsgruppentagung, June 22, 2013, Potsdam, Germany.
- Kreutzer, M., & Menz, M. (2012). European Consulting Survey 2012. The Future of European Management Consulting Firms' Business Models. Study Report.  
<https://www.alexandria.unisg.ch/215333/1/EuropeanConsultingSurvey2012.pdf>
- Lechner, C., Kreutzer, M., et al. (2011). Regulatorischer Wandel – Chancen und Risiken für die Versicherungsbranche. Joint Publication of KPMG and University of St.Gallen.
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