PUBLICATIONS

Professor Dr. Markus Kreutzer
Professor of Strategic and International Management

EBS Universität für Wirtschaft & Recht
EBS Business School
Department of Management & Economics
Rheingaustr. 1
D-65375 Oestrich-Winkel

Phone +49 611 7102 1413
Fax +49 611 7102 10 1413
Email markus.kreutzer@ebs.edu

Refereed Journals:


**Contributions to Edited Volumes**


Ireland, & R. E. Hoskisson (Eds.), *Strategic Management: Competitiveness and Globalization (concepts and cases)* (pp. 795 – 813). EMEA: Cengage Learning.


**Educational Books:**


**Conference Contributions**


- 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)


- 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


**Case Studies / Teaching Material**


Other Contributions


