

# **EBS Business School**

**Publications 2019**

## Articles in refereed Journals

BUCHEN, C., DEFFAINS, B., & PALERMO, A. (2019). Stigmatization, Liability and Public Enforcement of Law. *Revue d'Économie Politique*, 129 (2), 235-259.

CARDINAL, L. B., KREUTZER, M., & MILLER, C. (2019). Organizational Control. *Oxford Bibliographies in Management*.

CHOI, H.-S., SEO, J.-G., HYUN, J., & BECHTOLDT, M. (2019). Collectivistic independence promotes group creativity by reducing idea fixation. *Small Group Research*, 50 (3), pp. 381-407.

DORES CRUZ, T. D., BEERSMA, B., DIJKSTRA, M. T. M., BECHTOLDT, M. (2019). The bright and dark side of gossip for cooperation in groups. *Frontiers in Psychology*, 10 (<https://www.frontiersin.org/article/10.3389/fpsyg.2019.01374>), 1-17. doi:10.3389/fpsyg.2019.01374.

ESCH, M., LEBRIEZ, H., WALD, A., & HEINZELMANN, R. (2019). What does Integrated Reporting mean for the Value-Relevance of Environmental, Social and Governmental Performance?. *Beta - Scandinavian Journal of Business Research*, 32 (2), 178-194.

ESCH, M., SCHNELLBÄCHER, B., & WALD, A. (2019). Does Integrated Reporting Information Influence Internal Decision-Making? An Experimental Study of Investment Behavior. *Business Strategy and the Environment*, 28 (4), 599-610.

GREGULETZ, E., DIEHL, M.-R., KREUTZER, K. (2019). Why women build less effective networks than men: The role of structural exclusion and personal hesitation. *Human Relations*. doi:10.1177/0018726718804303.

HESSE, A., KREUTZER, K., & DIEHL, M.-R. (2019). Dynamics of Institutional Logics in a Cross-Sector Social Partnership: The Case of Refugee Integration in Germany. *Journal of Business Ethics*. doi:10.1007/S10551-017-3775-0.

HOMMEL, U., BELLAVITIS, C., & KAMURIWO, D. S. (2019). Mitigation of Moral Hazard and Adverse Selection in Venture Capital Financing The Influence of the Country's Institutional Setting. *Journal of Small Business Management*, 57 (4), 1328-1349.

HSU, D., BURMEISTER-LAMP, K., SIMMONS, S., FOO, M.-D., MICHELLE, H., & JESSE, P. (2019). "I know I can, but I don't fit": Perceived fit, self-efficacy and entrepreneurial intention. *Journal of Business Venturing*, 34 (2), 311-326.

LILL, P., WALD, A., & GLEICH, R. (2019). Agility and the Role of Project – Internal Control Systems on Innovation Project Performance. *International Journal of Innovation Management*.

MERFELD, K., WILHELMS, M.-P., HENKEL, S., & KREUTZER, K. (2019). Being Driven Autonomously – A Qualitative Study to Elicit Consumers' Overarching Motivational Structures. *Transportation Research Part C: Emerging Technologies*, 107, 229-247.

MERFELD, K., WILHELMS, M.-P., HENKEL, S., & KREUTZER, K. (2019). Carsharing with Shared Autonomous Vehicles: Uncovering Drivers, Barriers and Future Developments – A Four-Stage Delphi Study. *Technological Forecasting and Social Change*, 144, 66-81.

- MILCHEVA, S., FALKENBACH, H., & MARKMANN, H. (2019). Bank liquidity management through the issuance of bonds in the aftermath of the global financial crisis. *Research in International Business and Finance*, 48, 32-47. doi:<https://doi.org/10.1016/j.ribaf.2018.12.003>.
- MLADJAN, M., & MARKOVIC, D. (2019). Diagrams of Power and Strategic Decision Making: the Case of Strategic Alliances in the Automotive Industry. *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies*, 24 (3), 21-32. oi:10.7595/management.fon.2019.0015.
- MLADJAN, M., MARKOVIC, D., & RAKITA, B. (2019). Focusing of New Multinational Companies on the Global 'Value-for-Money' Segment and the Resulting Opportunities for Serbian Companies. *Marketing*, 50 (4), 247-258. doi:10.5937/markt1904247R.
- MORANA, S., KRÖNUNG, J., & MAEDCHE, A. (2019). Designing process guidance systems. *Journal of the Association for Information Systems (JAIS)*, 20 (5), 499-535.
- MUTL, J., & SEYLER, N. (2019). Going beyond buildings: mindfulness and real estate user behavior. *Journal of Corporate Real Estate*, 21 (3), 194-211.
- MUTL, J., KIRCHHAIN, H., & ZIETZ, J. (2019). The Impact of Exogenous Shocks on House Prices: the Case of the Volkswagen Emissions Scandal. *Journal of Real Estate Finance and Economics*. doi:10.1007/s11146-019-09700-4.
- RAATZSCH, R. (2019). "Was hülfe es dem Mensche, so der die ganze Welt gewönnen und nähme Schaden an seiner Seele?" Springer, 2/2019, 265-288.
- RAATZSCH, R. (2019). Hegels Satz. De Gruyter, pp. 174-191. Berlin.
- RÜLKE, J.-C., FRENKEL, M., & MAUCH, M. (2019). Forecaster Rationality and Expectation Formation in Foreign Exchange Markets: Do Emerging Countries Differ from Industrialized Economies? *International Economic Journal*.
- SCHRECKENBACH, T., OCHSENDORF, F., STERZ, J., RÜSSELER, M., BECHSTEIN, W.-O., BENDER, B., & BECHTOLDT, M. (2019). Emotion recognition and extraversion of medical students interact to predict their empathic communication perceived by simulated patients. *BMC Medical Education*.
- SCHULZE, M., ESCH, M., & WALD, A. (2019). The Dynamics of Financial Information and Non-financial Environmental, Social and Governance Information in the Strategic Decision-making Process. *Journal of Strategy and Management*, 12 (3), 314-329.
- SCHÜTZ, K., KÄSSER, M., BLOME, C., & FÖRSTL, K. (2019). How to achieve cost savings and strategic performance in purchasing simultaneously: A knowledge-based view. *Journal of Purchasing and Supply Management*, 25 (4), 237-251.
- TURRINI, L., & MEISSNER, J. (2019). Spare parts inventory management: new evidence from distribution fitting. *European Journal of Operational Research* , 273 (1), 118-130. doi:10.1016/j.ejor.2017.09.039.
- TURRINI, L., BESIOU, M., PAPIES, D., & MEISSNER, J. (2019). The role of operational expenditures and misalignments in fundraising for international humanitarian aid. *Journal of Operations Management*, Volume 66, Issue 4, 379-417. doi:<https://doi.org/10.1002/joom.1072>.

URCHS, M. (2019). Fading truth in social media. *Ruch Filozoficzny*, LXXV, 259 - 276.

WAJEEHA SHAMSI, W., MINULLAH, N.-U., ATIF JAMAL, A., & MUHAMMAD FARAZ BHATTI, M. (2019). The mycovirus database an e-bank for mycoviral genomes. *International Journal of Latest Trends in Engineering and Technology*.

WENWEI, L., HOMMEL, U., & PATERLINI, S. (2018). Network Topology and Systemic Risk: Evidence from the Euro Stoxx Market. *Finance Research Letters*, 2018, 105-112. doi:10.1016/j.frl.2018.02.016.

### Non-refereed articles

BECHTOLDT, M., BANNIER, C. E., & ROCK, B. (2019). The Glass Cliff Myth? – Evidence from Germany and the U.K. *The Leadership Quarterly*.

BECHTOLDT, M., BEERSMA, B., & VAN KLEEF, G. (2019). When (not) to empathize: The differential effects of combined emotion recognition and empathic concern on client satisfaction across professions. *Motivation and Emotion*.

CLOER, A., HAGEMANN, T. (2019). Die Konzernklausel des GrEStG – a priori selektiv, aber gerechtfertigt. *NWB Verlag*, pp. 151ff. Herne.

CLOER, A., NICOLA VAN LÜCK, N. (2019). Entwicklungen im Europäischen Steuerrecht im zweiten Halbjahr 2019. *IWB 2020*, 237 – 243.

HARRER, J. (2019). Pragmatisches Security Controlling. *PROTECTOR (09)*, pp. 58-59. Hannover.

HENNIG, K. (2019). Globale Herausforderung, lokale Verantwortung: Das stetige Streben um die richtige Nachhaltigkeit. *Immobilien Manager*, 12-2019.

HENNIG, K. (2019). Mietbeihilfen oder Mietpreisdeckel schaffen keine einzige Wohnung mehr. *Immobilien Manager*, 10-2019.

HENNIG, K. (2019). Thesen zur Quartiersentwicklung aus Sicht der Wissenschaft. *imfokus*, 4-2019.

HENNIG, K. (2019). Trends und Herausforderungen bei Hotelimmobilien. *IMMOZEIT (1-2019)*.

HOMMEL, U. (2019). Editorial: Education Ourselves - On the Role of Professional Development in Business Schools. *Global Focus*, 13.

HOMMEL, U. (2019). Open Positions: Leaders for Unsettled Times. *Global Focus*, 13, pp. 7-12.

HOMMEL, U., & WIGMORE ALVAREZ, A. (2019). EFMD GN Launches the Career Professionals Development Institute. *Global Focus*, 13, pp. 76-79. Brussels.

HOMMEL, U., MARINKOVICH, I., & STEVENIN, B. (2019). More than just Compliance: EFMD launches the Quality Assurance Academy. *Global Focus*, 13, pp. 4-7.

MATTMÜLLER, R., & SEGIET, C. (2019). Omnipräsent, Omnipotent - Omnichannel? *Markenartikel*, 11/19, pp. 56-58.

NASCA, D., MUNCK, J. C., & GLEICH, R. (2019). Quo Vadis Controlling? Einfluss der Digitalen Transformation auf die Controlling-Hauptprozesse. *Controller Magazin*, 44 (1), pp. 78-80.

REUTER, W. H., ANDRITZKY, J., & KASSNER, B. (2019). Propagation of change in demand through International trade: A case study of China. *The World Economy*, 1259-1285.

TUNDER, R. (2019). Die neue Nutzenerprobung nach § 137e SGB V – Eine Erfolgsbilanz aus Sicht von Medizinprodukteherstellern. *Market Access & Health Policy*.

TUNDER, R., & OBER, J. (2019). Value-Based Health Care auf dem deutschen Arzneimittelmarkt. *Market Access & Health Policy*.

WALDKIRCH, M., & HARRER, J. (2019). Auf der sicheren Seite? Warum Sicherheit für die Familie und ihr Unternehmen von besonderer Wichtigkeit ist. *Zeitschrift für Familienunternehmen und Strategie*, pp. 108-113. München.

WEIDENFELLER, D. G. (2019). Relevanz des OCI in den Abschlüssen der Dax-Unternehmen und seine Berücksichtigung in der Erfolgsanalyse. *IRZ | Zeitschrift für Internationale Rechnungslegung*.

### Books

HORVÁTH, P., GLEICH, R., & SEITER, M. (2019). *Controlling* (14. Auflage ed.). Verlag Franz Vahlen.

WALDKIRCH, M., ASTRACHAN, C., MICHIELS, A., PIEPER, T., & BERNHARD, F. (2019). *Professionalizing the Business Family: The Five Pillars of Competent, Committed and Sustainable Ownership*. Family Firm Institute.

### Book Editor

MATTMÜLLER, R. (2019). *Perspektivwechsel im Employer Branding Neue Ansätze für die Generationen Y und Z*. Springer Gabler Verlag.

GLEICH, R., & LINSNER, R. (2019). *Finanzcontrolling Ergebnis und Liquidität effektiv steuern*. Freiburg: Haufe Verlag.

GLEICH, R., KAPPES, M., & LEYK, J. (2019). *Planung, Budgetierung und Forecasting. Innovative und digitale Instrumente für die Unternehmenssteuerung*. Freiburg: Haufe Verlag.

WAGNER, S. (2019). *Testamentsvollstreckung durch Sparkassen. Geschäftsmodellerweiterung im Rahmen des Generationenmanagements*. Books on Demand.

### Chapter in Edited Volume

HARRER, J., & GEORGI, C. (2019). Das betriebliche Sicherheitsmanagement. Perspektiven der betriebswirtschaftlichen Sicherheitsforschung. In Vogt, Endress, Peters (Eds.), *Wirtschaftsschutz in der Praxis* (pp. 311-338). Springer Fachmedien Wiesbaden.

NIJSTAD, B. A., BECHTOLDT, M., & CHOI, H.-S. (2019). Information processing, motivation, and group creativity. In Paulus, P. B. & Nijstad, B. A. (Eds.), *The Oxford Handbook of Group Creativity and Innovation*. Oxford University Press.

ESCH, F.-R., PITZ, J., & STRÖHLEIN, S. (2019). Die verhaltenswissenschaftliche Markenperspektive als Zugang zur Corporate Brand durchdringen. (4 ed.). In Esch, F. R., Tomczak, T., Kernstock, J., & Langner, T. (Eds.), *Corporate Brand Management: Marken als Anker strategischer Führung von Unternehmen* (pp. 31-54). Springer Gabler Verlag.

SCHULZE, M., GLEICH, R., & HOFMANN, S. (2019). Unternehmensfinanzierung strategisch steuern: Grundsätze der Gestaltung und Umsetzung einer Finanz- und Liquiditätsstrategie. In Geich R., & Linsner, R. (Eds.), *Integrierte Planung und Steuerung von Erfolg und Liquidität - Die wichtigsten Konzepte, Werkzeuge und Kennzahlen* (pp. 69-86). Freiburg: Haufe Verlag.

NASCA, D., MUNCK, J. C., & GLEICH, R. (2019). Moderne Budgetierung: Überblick und Standortbestimmung. In Ronald Gleich, Michael Kappes, Jörg Leyk (Eds.), *Planung, Budgetierung und Forecasting* (pp. 25-36). Freiburg: Haufe Verlag.

TUNDER, R., & DIERKES, V. (2019). *Pharmakoökonomie: Ökonomie und Medizin*. Springer Verlag.

MLADJAN, M., MARKOVIC, D., & RAKITA, B. (2019). The Importance of Contemporary Flows of Knowledge for the National Competitiveness and the Wellbeing of Society in the Republic of Serbia and the Republic of Srpska. In Rajko Kuzmanovic, Dragoljub Mirjanic, and Drago Brankovic (Eds.), *Strategies of Development and Economic Cooperation of Small Countries in the Conditions of Globalization and Regional Integration* (pp. 601-620). Academy of Sciences and Arts of the Republic of Srpska.

### Annotation

DECHOW, N. (2019). So kam es zum Danske Bank Skandal. In *Finance Magazin* (Ed.).

DECHOW, N. (2019). Danske Bank: Was Technologiedefizite anrichten können. In *Finance Magazing* (Ed.).

DECHOW, N. (2019). Die Risiko-Naivität der Danske Bank. In *Finance Magazin* (Ed.).

MOENCH, E., & STEIN, T. (2019). Comment on “Monetary Policy Communication, Policy Slope, and the Stock Market. In Andreas Neuhierl and Michael Weber (Ed.) (pp. 156-161). *Journal of Monetary Economics*.

### Publications and mentions in public and practitioner press

ROBERS, D. (2019). Start-ups in der Medienbranche, in: *German Entertainment and Media Outlook 2019-2023*.

ROBERS, D., & SPIELDER, S. (2019). Die Potenziale von KI - aktuelle Einsatzmöglichkeiten und Grenzen am Beispiel Versicherungswesen.

ROBERS, D., & HEENE, R. (2019). Mehr Tempo in der Weiterbildung.

HOMMEL, U., & ZUCHOWICZ, S. (2019). How to Address the Needs of Digital Learners?

## Conference Presentations

BAYER, F., BURMEISTER-LAMP, K., & LANDAU, C. (2019). Effectual behaviour – Designing a measure for individual entrepreneurial behaviour., Effectuation Conference.

BENTAL, B., & KRAGL, J. (2019). Inequality and Incentives in Economies with Other-Regarding Preferences., Colloquium on Personnel Economics (COPE).

BENTAL, B., & KRAGL, J. (2019). Inequality and Incentives in Economies with Other-Regarding Preferences., Society for Institutional & Organizational Economics (SIOE) Annual Conference.

BURMEISTER-LAMP, K., SCHWENS, C., & GÄNSER-STICKLER, G. (2019). How can a broad entrepreneurial vision translate into employees' entrepreneurial behavior? An experimental study., VHB Conference on Technology, Innovation, and Entrepreneurship.

DRATH, K. (2019). Keynote: The rules of success, The Levitt Group "Five Great Minds", Westminster Business School.

GÖTMANN, A., & BECHTOLDT, M. (2019). Mindfulness in the behavioral laboratory - Investigating the effects of different meditation interventions on ethical behavior, Association for Psychological Science (APS) Annual Convention.

GROSSMANN, C., MERFELD, K., & HENKEL, S. (2019). A Consumer Perspective on Blockchain Technology in Shared Mobility Services.

GROSSMANN, C., MERFELD, K., & HENKEL, S. (2019). Mining Public Perception - Blockchain-based Services in Mainstream Media.

HARRER, J. (2019). Security Controlling. Wie sich Sicherheit pragmatisch messen und bewerten lässt. In Verband für Sicherheitstechnik VfS (Ed.), Sicherheit auf dem richtigen Weg - 25 Jahre VfS.

KARAPANDZA, R., & GOLEZ, B. (2019). Home-country media slant., American Finance Association (AFA).

KARAPANDZA, R., & GOLEZ, B. (2019). Home-country media slant., German Finance Association.

KARAPANDZA, R., & GOLEZ, B. (2019). Home-country media slant., News & Finance Conference – Columbia University.

KARAPANDZA, R., & GOLEZ, B. (2019). Home-country media slant., SFS Cavalcade North America 2019.

KIRCHHAIN, H., & MUTL, J. (2019). Urban growth and Real Estate. Determining Price Effects of Land Supply Elasticity using Remote Sensing., AREUEA International Conference.

KLEIN, J.-F., MERFELD, K., WILHELMS, M.-P., HENKEL, S., & FALK, T. (2019). Buying to Share: How Peer-to-Peer Sharing Promotes Product Purchase.

KLEIN, J.-F., MERFELD, K., WILHELMS, M.-P., HENKEL, S., & FALK, T. (2019). How Peer-to-Peer Sharing Promotes Product Purchase.

- KRAUSE, F., BURGHARZ, P., DE BELLIS, E., FRANKE, N., KLANNER, I., HAEUBL, G. (2019). Being and Staying the Only One: Creating Value through Uniqueness in Mass Customization.
- KRAUSE, F., BURGHARZ, P., DE BELLIS, E., FRANKE, N., KLANNER, I., HAEUBL, G. (2019). Feedback on Current and Future Product Uniqueness Creates Customer Value.
- KRAUSE, F., BURGHARZ, P., DE BELLIS, E., FRANKE, N., KLANNER, I., HAEUBL, G. (2019). How Feedback on Current and Future Product Uniqueness Creates Customer Value in Mass Customization.
- KRAUSE, F., THOMAS, T., ESCH, F. -R. (2019). How Augmented Reality Improves the Digital Product Presentation. Marketing Trends Conference.
- LANDAU, C. (2019). Understanding ecosystems – A componential framework for business and innovation ecosystem design., ISPIM Conference.
- LANDAU, C., BAYER, F., & BURMEISTER-LAMP, K. (2019). A forthcoming theory of entrepreneurship – Theoretical and empirical challenges for effectuation., Effectuation Conference.
- LOW, K. Y. J., & ROBINS, J. A. (2019). Investing in Knowledge: The Role of Relationship-Specific Human Capital in Knowledge Transfer for Young Chinese Firms. In Academy of International Business (Ed.).
- MUTL, J., KIRCHHAIN, H., & ZIETZ, J. (2019). Using Geography for Creating Synthetic Controls: A Robust Permutation Test with an Application to Real Estate Markets, AREUEA International Conference.
- RIEGGER, A.-S. (2019). Excitement Or Fear? - The Effect of A Personalized In-Store Experience On Consumers, Academy of Marketing Science (AMS) Annual Conference 2019.
- RIEGGER, A.-S., MERFELD, K., KLEIN, J.-F., & HENKEL, S. (2019). Experiential Retail for Luxury Brands: Using Non-Traditional Stores to Reach Untapped Customer Segments.
- RINKE, L. (2019). Investor Relations in the German Mittelstand.
- SCHLECHT, L., & SCHNEIDER, S. (2019). Navigating in Business Ecosystems: The Identification of Ecosystem Patterns., Strategic Management Society.
- SCHLECHT, L., & SCHNEIDER, S. (2019). The joint value proposition of business ecosystems: A consumer's perspective, ISPIM Innovation Conference.
- SILBERNAGEL, O., & LANDAU, C. (2019). Does Location Matter? Taking Stock and Conceptualizing the Role of Location in Dynamic Capabilities, EURAM Annual Conference.
- SILBERNAGEL, O., & LANDAU, C. (2019). The Effect of CEO Dynamic Managerial Capabilities on strategic change and performance., EIASM Workshop.
- TIMMER, S., MERFELD, K., & HENKEL, S. (2019). Exploring Usage Motives for Corporate Multimodal Mobility Services: A Hierarchical Means-End Chain Analysis.



WALDKIRCH, M. (2019). Pulled Apart but Held Together: Job System Change as a Contestation Process.

WALDKIRCH, M., & FISCHER, T. (2019). Precious cheap talk? Understanding how ownership structure affects clarity of ceo communication.

WALDKIRCH, M., QUERBACH, S., & KAMMERLANDER, N. (2019). Benefitting from Benefits – A Comparison of Employee Happiness in Family and Non-Family Firms.

WALDKIRCH, M., QUERBACH, S., & KAMMERLANDER, N. (2019). Job Benefits and Employee Happiness in Family and Non-Family Firms – The Role of Cultural Differences, 9. Konferenz der deutschsprachigen Forschungszentren und Institute für Familienunternehmen (FIFU).

WALDKIRCH, M., QUERBACH, S., & KAMMERLANDER, N. (2019). Job Benefits and Employee Happiness in Family and Non-Family Firms – The Role of Cultural Differences, International Family Enterprise Research Academy (ifera) - Annual Conference.

WALDKIRCH, M., RAMIREZ-PASILLAS, M., DANA, L.-P., & LUNDBERG, H. (2019). Mexican Spirit(S): A Study of Indigenous Family Entrepreneurship.

WEISS, M., KHOURY, T., & KREUTZER, M. (2019). The Relationship between Growth and Profitability Revisited - Exploring Different Modes of Growth, Academy of Management Meeting.

### Conference Proceedings

DIEHL, M.-R., & ZWANK, J. (2019). Fairness as a disguise: Fear-driven motives for justice enactment during organizational change. Academy of Management Annual Meeting Proceedings.

SILBERNAGEL, O., & LANDAU, C. (2019). Does Location Matter? Taking Stock and Conceptualizing the Role of Location in Dynamic Capabilities. Academy of Management Annual Meeting Proceedings.

KREUTZER, K., & EL BOUYAHYANI, T. (2019). How do firms learn from their employees' social engagement? Reviewing individual corporate volunteering outcomes and their relevance for the strategic renewal of the firm., EGOS European Group for Organisation Studies. 26th European Conference on Information Systems.

KREUTZER, K. (2019). Social-business tensions in scaling efforts of a micro-housing corporation in India. 26th European Conference on Information Systems.

NÖLTNER, M., KRÖNUNG, J., KUHLMANN, B. (2019). Disarming prejudice: How ease of use mitigates the detrimental effect of IT-based stereotype threat on the IT-task performance of older adults. Proceedings of the International Conference on Information Systems (ICIS).

KRÖNUNG, J., PETHIG, F. (2019). The social mark of Specialized Information Systems for people with disabilities. Proceedings of the International Conference on Information Systems (ICIS).

BUCHWALD, A., VON ENTRESS, M., & URBACH, N. (2019). Will I or will I not? Explaining the willingness to disclose personal self-tracking data to a health insurance company. 52nd Hawaii International Conference on System Sciences (HICSS), January 8-11, Maui, Hawaii, USA.

BECHTOLDT, M., & BAMBERGER, B. (2019). Sag mir Dein Geschlecht, und ich sage Dir, wie viel Du publizierst – Publikationserfolg von Professorinnen und Professoren vor der Erstberufung., Deutsche Gesellschaft für Psychologie, Fachgruppentagung Arbeits-, Organisations- und Wirtschaftspsychologie. Deutsche Gesellschaft für Psychologie.

RAATZSCH, R. (2019). Gutes Sehen. In Gabriele Mras, Paul Weingartner und Bernhard Ritter (Eds.), 41st International Ludwig Wittgenstein Symposium (pp. 499-514). Philosophy of Logic and Mathematics.

KÖTTER, K., OBER, J., & HOOG, P. (2019). D Patient Loyalty in the Pharmaceutical Industry - Developing a Framework based on the Dyadic Relationship Model., Università Ca' Foscari Venezia, Italy, ed. Jean-Claude Andreani and Umberto Collesei, Paris-Venice Marketing Trends Association. Proceedings of International Marketing Trends Conference 2019.