

## Prof. Dr. Stefan Hoffmann

### Publications

#### 1. Journals with peer review

- Orth, U., Hoffmann, S., Nickel, K. (2019). Moral Decoupling Feels Good and Makes Buying Counterfeits Easy, *Journal of Business Research* (forthcoming).
- Lasarov, W., Mai, R., García de Frutos, N., Ortega Egea, J. M. & Hoffmann, S. (2019). Counter-arguing as Barriers to Environmentally Motivated Consumption Reduction: A Multi-Country Study, *International Journal of Research in Marketing*, 36(2) (forthcoming).
- Reimers, H. & Hoffmann, S. (2019). Transparent Price Labelling for Sustainable Products: A Boost for Consumers' Willingness to Buy?, *Marketing ZFP – Journal of Research and Management*, 41(2)(forthcoming).
- Krautz, C. & Hoffmann, S. (2019). Cross-cultural Application of a Practice-Oriented Acquisition Measure. *International Marketing Review*, (forthcoming).
- Lasarov, W. & Hoffmann, S. (2019). Social Moral Licensing. *Journal of Business Ethics*, (forthcoming), <https://doi.org/10.1007/s10551-018-4083-z>.
- Stok, F. M., Renner, B., Allan, J., Boeing, H., Ensenauer, R., Issanchou, S., Kiesswetter, E., Lien, N., Mazzocchi, M., Monsivais, P., Stelmach, M., Volkert, D., & Hoffmann, S. (2018). Dietary Behavior: An Interdisciplinary Conceptual Analysis and Taxonomy. *Frontiers in Psychology*, 9(1689), 1-12.
- Hoffmann, S., Balderjahn, I., Seegebarth, B., Mai, R., & Peyer, M. (2018). Under Which Conditions Are Consumers Ready to Boycott or Buycott? The Roles of Hedonism and Simplicity. *Ecological Economics*, 147, 167-178.
- Akbar, P. & Hoffmann, S. (2018). Under which Circumstances do Consumers Choose a Product Service System (PSS)? Consumer Benefits and Costs of Sharing in PSS. *Journal of Cleaner Production*, 201, 416-427.
- Mai, R., Hoffmann, S., Lasarov, W., & Buhs, A. (2017). Ethical Products = Less Strong: How Explicit and Implicit Reliance on the Lay Theory Affects Consumption Behaviors. *Journal of Business Ethics* (forthcoming), <https://doi.org/10.1007/s10551-017-3669-1>.
- Krautz, C. & Hoffmann, S. (2017). The Tenure-Based Customer Retention Model. A Cross-Cultural Validation. *Journal of International Marketing*, 25(3), 83-106.
- Stok, F. M., Hoffmann, S., Volkert, D., Boeing, H., Ensenauer, R., Stelmach-Mardas, M., Kiesswetter, E., Weber, A., Rohm, H., Lien, N., Brug, J., Holdsworth, M., & Renner, B. (2017). The DONE Framework: Creation, Evaluation, and Updating of an Interdisciplinary, Dynamic Framework 2.0 of Determinants of Nutrition and Eating, *PLOS ONE*, 12(2), doi:10.1371/journal.pone.

- Iskhakova, L., Hoffmann, S., & Hilbert, A. (2017). Alumni Loyalty. Systematic Literature Review. *Journal of Nonprofit & Public Sector Marketing*, 29(3), 274-316.
- Mai, R. & Hoffmann, S. (2017). Indirect Ways to Foster Healthier Food Consumption Patterns: Health-Supportive Side Effects of Health-Unrelated Motives. *Food Quality and Preference*, 57, 54-68.
- Symmank, C., Mai, R., Hoffmann, S., Stok, F. M., Renner, B., Lien, N., & Rohm, H. (2017). Predictors of Food Decision Making: A Systematic Interdisciplinary Mapping (SIM) Review. *Appetite*, 110(1), 25-35.
- Joerß, T., Akbar, P., Mai, R., & Hoffmann, S. (2017). Conceptualizing Sustainability from a Consumer Perspective. A Qualitative Study in the Food Sector, *uwf Umwelt-WirtschaftsForum*, 25(1), 15-23.
- Görg, H., Hanley, A., Hoffmann, S., & Seric, A. (2017). When Do Multinational Companies Consider Corporate Social Responsibility? A Multi-country Study in Sub-Saharan Africa, *Business and Society Review*, 122(2), 191–220.
- Haberstroh, K., Orth, U., Hoffmann, S., & Brunk, B. (2017). Consumer Response to Unethical Corporate Behavior: A Re-examination and Extension of the Moral Decoupling Model. *Journal of Business Ethics*, 140(1), 161-173.
- Hutter, K., Hoffmann, S., & Mai, R. (2016). Carrotmob. A Win/Win/Win-Approach to Creating Benefits for Consumers, Business, and Society at Large. *Business & Society*, 55(7), 1059-1077.
- Akbar, P., Hoffmann, S., & Mai, R. (2016). When Do Materialistic Consumers Join Commercial Sharing Systems? *Journal of Business Research*, 69(10), 4215-4224.
- Hoffmann, S. & Lee, M. S. W. (2016). Consume Less and Be Happy? Consume Less to Be Happy! An Introduction to the Special Issue on Anti-Consumption and Consumer Well-Being. *Journal of Consumer Affairs*, 50(1), 3–17.
- Iskhakova, L., Hilbert, A., & Hoffmann, S. (2016). An Integrative Model of Alumni Loyalty. An Empirical Validation among Graduates from German and Russian Universities. *Journal of Nonprofit & Public Sector Marketing*, 28(2), 129-163.
- Mai, R. & Hoffmann, S. (2015). How to Combat the Unhealthy = Tasty Intuition: The Influencing Role of Health Consciousness. *Journal of Public Policy & Marketing*, 34 (1), 63-83.
- Schwarz, U.; Hoffmann, S.; Hutter, K. (2015). Do Men and Women Laugh About Different Types of Humor? A Comparison of Satire, Sentimental Comedy, and Comic Wit in Print Ads, *Journal of Current Issues & Research in Advertising*, 36 (1), 70-87.
- Mai, R.; Hoffmann, S.; Hoppert, K.; Schwarz, P.; Rohm, H. (2015). The Spirit is Willing, But the Flesh is Weak: The Moderating Effect of Implicit Associations on Healthy Eating Behaviors. *Food Quality and Preference*, 39, 62–72.
- Mai, R.; Hoffmann, S.; Schwarz, U.; Niemand, T.; Seidel, J. (2014). The Shifting Range of Optimal Web Site Complexity. *Journal of Interactive Marketing*, 28 (2), 101-116.
- Hutter, K.; Hoffmann, S. (2014) Surprise, Surprise. Ambient Media as Promotion Tool for Retailers. *Journal of Retailing*, 90 (1), 93-110.
- Mai, R.; Zahn, S.; Hoppert, K.; Hoffmann, S.; Rohm, R. (2014). Tailoring Compensation Effects of Health-unrelated Food Properties, *Appetite*, 80, 143-153.

- Krautz, C.; Hoffmann, S.; Mai, R. (2014). Konsumentenanimosität: State of the Art und Entwicklung eines kontextsensitiven Erklärungsansatzes, *Management Review Quarterly*, 64 (3), 125-155.
- Mai, R.; Hoffmann, S.; Schmidt, D. (2014). Selektives Demarketing: Wie werden Unternehmen unerwünschte Kunden wieder los? *Die Betriebswirtschaft*, 74 (5), 305-330.
- Mai, R.; Hoffmann, S. (2014). Accents in Business Communication: An Integrative Model and Propositions for Future Research. *Journal of Consumer Psychology*, 24 (1), 137-158.
- Niemand, T.; Hoffmann, S.; Mai, R. (2014). Einsatzpotenziale und Grenzen bei der Anwendung des Impliziten Assoziationstests (IAT) in der Marketing-Forschung, *Marketing ZFP – Journal of Research and Management*, 36 (3), 187-202.
- Hoppert, K.; Mai, R.; Zahn, S.; Schwarz, P. E.; Hoffmann, S.; Rohm, H. (2014). Is There a Fit in Cognitive and Sensory Evaluation of Yogurt? The Moderating Role of Nutrition Information, *Food Quality and Preference*, 31 (1), 65-68.
- Hoffmann, S. (2014). Does National Culture Impact Consumer Boycott Prevalence? A Multi-Country Study, *European Journal of International Management*, 8 (2), 141-159.
- Hoffmann, S. (2013). Home Country Bias in the Moral Obligation to Boycott Offshoring Companies, *Journal of Marketing Theory and Practice*, 21 (4), 371-388.
- Hoffmann, S.; Schlicht, J. (2013). The Impact of Different Types of Concernment on the Consumption of Organic Food, *International Journal of Consumer Studies*, 37 (6), 625-633.
- Hutter, K.; Hoffmann, S. (2013). Carrotmob and Anti-consumption. Same Motives, but Different Willingness to Make Sacrifices? *Journal of Macromarketing*, 33(3), 217-231.
- Hoffmann, S.; Mai, R.; Cristescu, A. (2013). Do Culture-Dependent Response Styles Distort Substantial Relationships?, *International Business Review*, 22 (5), 814-827.
- Hoffmann, S. (2013). Are Boycott Motives Rationalizations?, *Journal of Consumer Behaviour*, 12 (3), 214-222.
- Hoffmann, S.; Fischer, S.; Schwarz, U.; Mai, R. (2013). State of the Art der Forschung zum Interkulturellen Konsumentenverhalten. Eine Analyse der Literatur von 2005 bis 2010, *Journal für Betriebswirtschaft - Management Review Quarterly*, 63 (1), 45-86.
- Hoppert, K.; Zahn, S.; Jänecke, L.; Mai, R.; Hoffmann, S.; Rohm, H. (2013). Consumer Acceptance of Regular and Reduced-sugar Yogurt Enriched with Different Types of Dietary Fiber, *International Dairy Journal*, 28 (1), 1-7.
- Hoppert, K.; Mai, R.; Zahn, S.; Hoffmann, S.; Rohm, H. (2012). Integrating Sensory Evaluation in Adaptive Conjoint Analysis to Elaborate the Conflicting Influence of Intrinsic and Extrinsic Attributes on Food Choice, *Appetite*, 59 (3), 949-965.
- Mai, R.; Hoffmann, S. (2012). Taste Lovers vs. Nutrition Fact Seekers: How Health Consciousness and Self-Efficacy Determine the Way Consumers Choose Food Products, *Journal of Consumer Behaviour*, 11 (4), 316-328.
- Hoffmann, S.; Hutter, K. (2012). Carrotmob as a New Form of Ethical Consumption. The Nature of the Concept and Avenues for Future Research, *Journal of Consumer Policy*, 35 (2), 215-236.

- Müller, S.; Hoffmann, S.; Schwarz, U.; Gelbrich, K. (2012). The Effectiveness of Humor in Cross-Cultural Advertising, *Journal of Euromarketing*, 20 (1/2), 7-20.
- Hoffmann, S.; Liebermann, S.; Schwarz, U. (2012). Ads for Mature Consumers: The Importance of Addressing the Changing Self-view between the Age Groups 50+ and 60+, *Journal of Promotion Management*, 18 (1), 60-82.
- Hutter, K.; Hoffmann, S. (2011). Guerrilla Marketing. The Nature of the Concept and Propositions for Further Research, *Asian Journal of Marketing*, 5 (2), 39-54.
- Mai, R.; Hoffmann, S. (2011). Four Positive Effects of a Salesperson's Regional Dialect in Personal Selling, *Journal of Service Research*, 14 (4), 423-437.
- Hoffmann, S. (2011). Anti-Consumption as a Means of Saving Jobs, *European Journal of Marketing*, 45 (11/12), 1702-1714.  
(Highly Commended Award Winner at the Literati Network Awards for Excellence 2012)
- Hoffmann, S.; Mai, R.; Smirnova, M. (2011). Development and Validation of a Cross-nationally Stable Scale of Consumer Animosity, *Journal of Marketing Theory & Practice*, 19 (2), 235-252.
- Hoffmann, S.; Schwarz, U.; Müller, S. (2011). The Ambivalent Effects of Website Complexity, *International Journal of Internet Marketing and Advertising*, 6 (4), 413-433.
- Mai, R.; Hoffmann, S.; Helmert, J. R.; Velichkovsky, B. M.; Zahn, S.; Jaros, D.; Schwarz, P. E. H.; Rohm, H. (2011). Implicit Food Associations as Hurdles for Healthy Nutrition: The Necessity of Further Research, *British Journal of Diabetes and Vascular Disease*, 11 (4), 182-186.
- Hutter, K.; Hoffmann, S. (2011). Guerilla Marketing – eine nüchterne Betrachtung einer viel diskutierten Werbeform, *der markt – International Journal of Marketing*, 50 (2), 121-135.
- Hoffmann, S.; Soye, K. (2010). A Cognitive Model to Predict Domain-specific Consumer Innovativeness, *Journal of Business Research*, 63 (7), 778-785.
- Mai, R.; Hoffmann, S. (2010). Die Wirkung von Akzent und Dialekt in der internen und externen Kommunikation: Stand der betriebswirtschaftlich orientierten Forschung und Forschungsdirektiven, *Journal für Betriebswirtschaft*, 60 (4), 241-268.
- Müller, S.; Hoffmann, S. (2010). Internationale Markennamen: Die Standardisierungs-/Differenzierungsentscheidung anhand linguistischer Kriterien, *der markt – International Journal of Marketing*, 49 (1), 43-51.
- Hoffmann, S.; Müller, S. (2009). Consumer Boycotts Due to Factory Relocation, *Journal of Business Research*, 62 (2), 239-247.
- Soyez, K.; Hoffmann, S.; Wünschmann, S.; Gelbrich, K. (2009). Pro-environmental Value Orientation across Cultures. Development of a German and Russian Scale, *Social Psychology*, 40 (4), 222-233.
- Mai, R.; Hoffmann, S.; Müller, S. (2009). Die asymmetrische Wirkung eines Akzents in der Werbung, *Marketing – Zeitschrift für Forschung & Praxis*, 31(4), 255-265.
- Schwarz, U.; Hoffmann, S. (2009). Wer lacht über humorvolle Werbung? - Der Einfluss von Kultur und Geschlecht, *transfer - Werbeforschung & Praxis*, 55 (2), 19-30.
- Liebermann, S.; Hoffmann, S. (2008). The Impact of Practical Relevance on Training Transfer. Evidence from a Service Quality Training Program for German Bank Clerks, *International Journal of Training and Development*, 12 (2), 74-86.

Hoffmann, S.; Müller, S. (2008). Intention postgradualer Bindung: Warum Studenten der Wirtschaftswissenschaften nach dem Examen dem Alumniverein beitreten wollen, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, 60 (3), 570-600.

Hoffmann, S.; Müller, S. (2007). Externes Wissensmanagement zur Steigerung der Effizienz von Entsendungen von KMU, *Zeitschrift für Betriebswirtschaft*, 76 (6), 99-123.

## 2. Journals with editor-review

Symmank, C.; Hoffmann, S.; Mai, R.; Rohm, H. (2017). Einflussfaktoren auf die Lebensmittelauswahl: Ergebnisse des europäischen Forschungsprojektes FODEM, *Deutsche Lebensmittel-Rundschau*, 113, 113-117.

Lasarov, W.; Hoffmann, S. (2017). Median-Split. Eine kritische Diskussion über den Einsatz künstlicher Dichotomisierung, *Wirtschaftswissenschaftliches Studium*, 44(4), 11-18.

Hutter, K.; Hoffmann, S. (2015). Guerilla-Marketing in der Unternehmenspraxis. Wie Marketing-Manager und Kreative darüber denken, *Wirtschaftswissenschaftliches Studium*, 43(4), 192-197.

Reifegerste, D.; Schumacher, M.-B.; Hoffmann, S.; Schwarz, U.; Hagen, L. M. (2015). The Influence of Message Framing on Intentions to Support Healthy Settings. An Experimental Study in Preschool and the Workplace, *International Journal of Communication and Health*, 6, 39-48.

Hoppert, K.; Mai, R.; Zahn, S.; Hoffmann, S.; Rohm, H. (2013). Sensorische Präferenztests in der Adaptiven Conjoint Analyse - Neue Wege in der Konsumentenforschung, *DLG-Lebensmittel*, 8 (1), 14-15.

Hoppert, K.; Mai, R.; Zahn, S.; Hoffmann, S.; Rohm, H. (2013) Neue Wege in der sensorischen Konsumentenforschung. *dmz Deutsche Molkerei-Zeitung*, 134 (5), 32-34.

Hoffmann, S. (2012). Psychologische Grundlagen des Gesundheitsmarketing. Ein Überblick über sozial-kognitive Modelle, *der Betriebswirt*, 51 (3), 10-14.

Schwarz, U.; Hoffmann, S. (2012). Unter welchen Bedingungen ist humorvolle Werbung erfolgreich? Ein Überblick zu den Moderatoren der Humorwirkung, *Wirtschaftswissenschaftliches Studium*, 41 (7), 344-349.

Soyez, K.; Hoffmann, S. (2008). Identifikation innovativer Konsumenten. Stand der Forschung zu den Korrelaten der Konsumenteninnovativität, *Jahrbuch der Absatz- und Verbrauchsforschung*, 54 (3), 247-265.

Hoffmann, S.; Müller, S. (2007). Förderung interkultureller Kompetenz in KMU durch Erfahrungsaustausch. Das Informationsportal „iXpatriate.de“, *Wirtschaftswissenschaftliches Studium*, 36 (6), 326-329.

Hoffmann, S.; Wittig, K. (2007). Adaptation of Advertisement Campaigns to Foreign Markets. A Content Analysis, *Journal of European Economy*, 6 (2), 128-150.

## 3. Monographs

Hoffmann, S.; Franck, A.; Schwarz, U.; Soyecz, K.; Wünschmann, S. (2018). *Marketing-Forschung. Grundlagen der Datenerhebung und Datenauswertung*. München: Vahlen.

- Hoffmann, S.; Akbar, P. (2018). *Konsumentenverhalten. Konsumenten verstehen – Marketingmaßnahmen gestalten*, 2. Aufl., Wiesbaden: Springer Gabler.
- Hutter, K.; Hoffmann, S. (2014). *Professionelles Guerilla-Marketing. Grundlagen – Instrumente – Controlling*. Wiesbaden: Springer Gabler.
- Hoffmann, S.; Otto, C.; Mai, R. (2012). *Gesundheitsbewusster Lebensmittelkonsum. Eine Antwort auf die Frage warum sich Menschen je nach Alter, Geschlecht und Haushaltsgröße unterschiedlich gesund ernähren*, Hamburg: Verlag Dr. Kovac.
- Hoffmann, S. (2008). *Boycottpartizipation. Entwicklung und Validierung eines Erklärungsmodells durch ein vollständig integriertes Forschungsdesign*, Dissertation, Wiesbaden: Gabler Edition Wissenschaft.
- Müller, S.; Wünschmann, S.; Wittig, K.; Hoffmann, S. (2007). *Umweltbewusstes Konsumentenverhalten im interkulturellen Vergleich: Ein Beitrag zum Interkulturellen Marketing*, Göttingen.

#### 4. Edited books and special Issues

- Lee, M. S. W.; Hoffmann, S. (2016) (eds.). *Anti-Consumption and Consumer Wellbeing*, Special Issue in *Journal of Consumer Affairs*, 50 (1).
- Lee, M. S. W.; Hoffmann, S. (2014) (eds.), *Anti-Consumption and Consumer Wellbeing: ICAR Proceedings, Vol. 5*, New Zealand: Auckland.
- Hoffmann, S.; Mai, R.; Schwarz, U. (2013). Marketing for a Healthier World. Emerging Topics in Health Marketing, Special Issue in *International Journal of Marketing*, 52 (1).
- Hoffmann, S.; Schwarz, U.; Mai, R. (2012). *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer Gabler.
- Hoffmann, S.; Müller, S. (2010). *Gesundheitsmarketing: Gesundheitspsychologie und Prävention*, Bern: Hans Huber.

#### 5. Discussion papers and policy papers

- Siebert, H. F., Akbar, P., Hoffmann, S., Joerß, T., Mai, R. & Schulze-Ehlers, B. (2018). Handbuch Nachhaltigkeitsmanagement. Anleitung für den erfolgreichen Aufbau eines Nachhaltigkeitsmanagements in kleinen und mittelständischen Unternehmen in der Ernährungswirtschaft. Online verfügbar: <https://wtsh.de/service/bestellung/handbuch-nachhaltigkeitsmanagement-transkoll>
- Wunder, S.; Antoni-Komar, I.; Claupein, E.; Dirksmeyer, W.; Eberle, U.; Friedrich, S.; Hafner, G.; Hoffmann, S.; Joerß, T.; Langen, N.; Quack, D.; Schmidt, T.; Schmid, M.; Schulze-Ehlers, B.; Speck, M.; Teitscheid, P.; Teufel, J.; Waskow, F. (2018). Handlungsansätze zur Förderung nachhaltiger Ernährungssysteme. Ergebnisrapport von BMBF-Forschungsprojekten zum Thema Ernährung. NaWiKo-Synthesepapier. Online verfügbar: [https://nachhaltigeswirtschaften-soef.de/sites/default/files/NaWiKo\\_Ergebnispapier\\_Ernahrung\\_180906.pdf](https://nachhaltigeswirtschaften-soef.de/sites/default/files/NaWiKo_Ergebnispapier_Ernahrung_180906.pdf)

## 6. Articles in edited books and proceedings

- Joerß, T.; Hoffmann, S.; Mai, R.; Akbar, P. (2018). Nachhaltigkeitsinformationen zu Lebensmitteln am Point-of-Sale mittels mobiler Augmented Reality, *Informatik in der Land-, Forst- und Ernährungswirtschaft, Referate der 38. GIL-Tagung*, 131-134.
- Symmank, C.; Hoffmann, S. (2017). Leugnung und Ablehnung von Verantwortung, Heidbrink, L.; Langbehn, C.; Sombetzki, J. (Hrsg.). *Handbuch Verantwortung*, Springer, 949-973.
- Hoffmann, S.; Schwarz, U.; Dalicho, L.; Hutter, H. (2014). Humor in Cross-Cultural Advertising: A Content Analysis and Test of Effectiveness in German and Spanish Print Advertisements, *Procedia – Social and Behavioral Science*, 148, 94-101.
- Akbar, P.; Hoffmann, S.; Mai, R. (2014). A Little Less Anti-Consumption a Little More Sharing Please: On How Materialism and Uniqueness Influence Sharing, in M. Lee and S. Hoffmann (eds.). *Anti-Consumption and Consumer Wellbeing: ICAR Proceedings*, Vol. 5, 117-120.
- Reifegerste, D.; Schumacher, M. B.; Hoffmann, S.; Schwarz, U.; Hagen, L. M. (2014). Framing von Gesundheitskommunikation in Settingansätzen, in: Baumann, E.; Hastall, M. R.; Rossmann, C.; Sowka, A. (Eds.). *Gesundheitskommunikation als Forschungsfeld der Kommunikations- und Medienwissenschaft*, Nomos, 115-130.
- Schwarz, U.; Mai, R.; Hoffmann, S. (2014). Gesundheitsmarketing, in Hurrelmann, K.; Baumann, E. (Hrsg.). *Handbuch Gesundheitskommunikation*, Bern: Huber, 376-385.
- Hoffmann, S. (2013). Gesundheitsmarketing, in: Luthe, E.-W. (Hrsg.): *Kommunale Gesundheitslandschaften*, Wiesbaden: Springer VS, 151-164.
- Iskhakova, L. M.; Yusupova, N.I.; Hilbert, A.; Hoffmann, S.; Joehnk, P. (2013). Modeling and Managing Alumni Loyalty, *15<sup>th</sup> International Workshop on Computer Science and Information Technologies CSIT'2013*, Vienna – Budapest – Bratislava, 226-232.
- Hoffmann, S.; Faselt, F. (2012). Gesundheitspsychologie: Sozial-kognitive Ansätze zur Erklärung des Gesundheitsverhaltens von Konsumenten, in: Hoffmann, S.; Schwarz, U.; Mai, R. (Hrsg.). *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer/Gabler, S. 31-44.
- Mai, R.; Schwarz, U.; Hoffmann, S. (2012). Gesundheitsmarketing: Schnittstelle von Marketing, Gesundheitsökonomie und Gesundheitspsychologie, in: Hoffmann, S.; Schwarz, U.; Mai, R. (Hrsg.). *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer/Gabler, S. 3-14.
- Pegesa, F.; Hoffmann, S. (2012). Der First-Person-Effekt und der Third-Person-Effekt in der Gesundheitskommunikation, in: Hoffmann, S.; Schwarz, U.; Mai, R. (Hrsg.). *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer/Gabler, S. 267-280.
- Iskhakova, L. M.; Yusupova, N. I.; Hilbert, A.; Joehnk, P.; Hoffmann, S. (2012). Decision Support System for the Alumni Management, *Proceedings of the 14<sup>th</sup> International Workshop on Computer Science and Information Technologies CSIT'2012*, Ufa – Hamburg – Norwegian Fjords, pp. 271-277.

- Ott, G.; Niemand, T.; Hoffmann, S. (2012). Systematische Einbeziehung von Anwendern bei der Analyse des Potenzials von Produkt- oder Technologiekonzepten: Eine Anwendung des CITS am Beispiel, in: Schmauder, M. (Hrsg.). *Technologietransfer. Anbahnung und Durchführung von Forschungsk Kooperationen*, Dresden: Technische Universität Dresden, CIMTT, S. 118-130.
- Hoffmann, S.; Mai, R. (2011). Identifying Implicit Obstacles for Consuming Healthy Food. A Multi-Step, Multi-Method Research Agenda, *Marketing Theory and Applications: Annual AMA Winter Marketing Educators' Conference Proceedings*, Vol. 22, 324-331.
- Schwarz, U.; Hoffmann, S. (2011). The Effectiveness of Sentimental Comedy and Sentimental Humor in Cross-Cultural Advertising: A Comparison of German and Spanish Print Ads, *Proceedings of the 40th EMAC Conference 2011*, Ljubljana, May 24<sup>th</sup>-27<sup>th</sup>, 2011.
- Mai, R.; Hoffmann, S. (2011). Implizite Einstellungen als Hindernisse der Stärkung gesunder Ernährung. Direktiven für die zukünftige Forschung, in: Andreani, J.-C.; Collese, U. (Eds.). *Proceedings of the 10th International Conference Marketing Trends*, Paris-Venise: Marketing Trends Association.
- Hoffmann, S.; Liebermann, S.; Schwarz, U. (2010). Ads for Mature Consumers in Transformation Countries: Should Marketers Address the Same Shift of Values as in Industrialized Countries, in: Bauer, A.; Agardi, I. (Eds.). *EMAC Regional Conference – Marketing Theory Challenges in Emerging Societies, Proceedings of the 1th Annual EMAC Regional Conference*, Budapest, September 24-25, 2010.
- Schwarz, U.; Hoffmann, S.; Belikova, E. (2010). Diffusion of the Internet in the Transition Country Russia: An Integrated Analysis Approach, in: Bauer, A.; Agardi, I. (Eds.). *EMAC Regional Conference – Marketing Theory Challenges in Emerging Societies, Proceedings of the 1th Annual EMAC Regional Conference*, Budapest, September 24-25, 2010.
- Hoffmann, S.; Schlicht, J. (2010). Betroffenheit als Auslöser gesundheitsbewussten Konsumverhaltens, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 153-166.
- Faselt, F.; Hoffmann, S.; Hoffmann, S. (2010). Theorien des Gesundheitsverhaltens, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 15-34.
- Faselt, F.; Hoffmann, S. (2010). Modell gesundheitlicher Überzeugungen, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 35-44.
- Faselt, F.; Hoffmann, S. (2010). Schutzmotivationstheorie, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 45-54.
- Faselt, F.; Hoffmann, S. (2010). Sozial-kognitive Theorie, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 55-64.
- Faselt, F.; Hoffmann, S. (2010). Theorie des geplanten Verhaltens, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 65-76.



- Faselt, F.; Hoffmann, S. (2010). Transtheoretisches Modell, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 77-88.
- Faselt, F.; Hoffmann, S. (2010). Sozial-kognitives Modell gesundheitlichen Handelns, in: Hoffmann, S.; Müller, S. (Hrsg.). *Gesundheitsmarketing: Gesundheitspsychologie & Prävention*, Bern: Hans Huber, 89-97.
- Hoffmann, S.; Mai, R. (2009). Cross-national Differences in Consumers' Animosity towards the US and Russia, in: Helfer, J. P.; Nicolas, J. L. (Eds.). *Marketing & the Core Disciplines: Rediscovering References?, Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC)*, Nantes, May 26-29, 2009.
- Niemand, T.; Hoffmann, S.; Ott, G. (2009). Consumer Integrated Technology Screening (CITS). Ein Prozessmodell zur Integration industrieller Kunden bei der Analyse des Potenzials von Technologiekonzepten, in: Gelbrich, K.; Souren, R. (Hrsg.). *Kundenintegration und Kundenbindung: Wie Unternehmen von ihren Kunden profitieren*, Wiesbaden: Gabler, 31-42.
- Hoffmann, S.; Schwarz, U.; Liebermann, S. (2009). Tailoring Advertisements for the Generation 50+: The role of Activity and Modesty for Self-verification, in: Robinson, L. Jr. (Ed.). *Marketing for a Better World, Volume XXXII: Proceedings of the Annual Conference of the Academy of Marketing Science*, Baltimore, May 20<sup>th</sup>-23<sup>rd</sup>, 2009.
- Hoffmann, S.; Müller, S. (2008). Internetportal für interkulturelle Kompetenz. KMU-Mitarbeiter tauschen online Erfahrungen aus, in: Otto-Rieke, G. (Hrsg.). *Modernes Geschäftsreise-Management 2009*, 10. Jg., München: Alabasta.
- Wittig, K.; Hoffmann, S.; Smirnova, M. (2008). Cross-national Differences in Organic Food Consumption: A Question of Collectivistic and Individualistic Values? An Outlook on a Cross-cultural Study in Russia and Germany, in: Fürstenau, B.; Uhr, W. (Hrsg.). *Der Einfluss der Globalisierung auf die wirtschaftliche und kulturelle Entwicklung - betrachtet aus russischer und deutscher Perspektive*, Dresden: Technische Universität Dresden, S. 109-119.
- Hoffmann, S.; Schwarz, U. (2008). Struktur der Webseite als Erfolgsfaktor, in: Wünschmann, S.; Schwarz, U.; Müller, S. (Hrsg.). *Webseiten-Gestaltung: Erfolgsfaktoren und Kontrolle*, Bonn: Mitp-Verlag, 77-102.
- Schwarz, U.; Hoffmann, S. (2008). Design der Webseite als Erfolgsfaktor, in: Wünschmann, S.; Schwarz, U.; Müller, S. (Hrsg.). *Webseiten-Gestaltung: Erfolgsfaktoren und Kontrolle*, Bonn: Mitp-Verlag, 103-126.

## 6. Presentations on conferences

(only conferences with peer-review)

- Hüttel, A., Balderjahn, I., & Hoffmann, S. (2018). Beyond National Boundaries: The Impact of Anti-consumption and Personal Values on Subjective Well-being, paper presented at the *7th ICAR symposium*, November, 9th-10th 2018, University of Almería, Spain.

- Hoffmann, N., Lasarov, W., Mai, R. & Hoffmann, S. (2018). Sin Tax – How Governmental Regulations to Foster Anti-Consumption Backfire, paper presented at the *7th ICAR symposium*, November, 9th-10th 2018, University of Almería, Spain.
- Lasarov, W., Hoffmann, S. (2018). Introducing Two Avenues of Social Moral Licensing, paper presented at the *7th ICAR symposium*, November, 9th-10th 2018, University of Almería, Spain.
- Hoffmann, N. C.; Karimova, G.-S.; Heidbrink, L.; Hoffmann, S. (2018). Western and Eastern Virtue Ethics in Consumer Research: Review, Synthesis, and Directions for Future Research, *AMA Winter Conference*, February 23<sup>th</sup>-25<sup>th</sup> 2018, New Orleans, US.
- Hoffmann, N. C.; Lasarov, W.; Mai, R.; Hoffmann, S. (2018). I Paid My Dues: How Voluntary and Mandatory Taxes Relieve Individuals from Their Obligations, *AMA Winter Conference*, February 23<sup>th</sup>-25<sup>th</sup> 2018, New Orleans, US.
- Joerß, T., Hoffmann, S., Mai, R., Akbar, P. (2018). Nachhaltigkeitsinformationen zu Lebensmitteln am Point-of-Sale mittels mobiler Augmented Reality, 38. GIL-Jahrestagung: Digitale Marktplätze und Plattformen, Kiel, 26.02.2018 – 27.02.2018
- Akbar, P.; Hoffmann, S. (2017). The Augmented Value-creation Logic in Product Service Systems, *EMAC 2017*, May 23<sup>th</sup>-27<sup>th</sup> 2017, Groningen, Netherlands.
- Krautz, C.; Hoffmann, S. (2017). The Tenure-Based Customer Retention Model. A Cross-Cultural Validation, *Kommissionstagung Internationales Management der VHB 2017*.
- Akbar, P.; Hoffmann, S. (2017). Towards a New Understanding of Creating Value in Product Service Systems, *AMA Winter Conference*, February 17<sup>th</sup>-19<sup>th</sup> 2017, Orlando, US.
- Lasarov, W.; García de Frutos, N.; Mai, R.; Ortega Egea, J. M.; Hoffmann, S. (2017). How Motivated Reasoning Impairs Environmentally Motivated Consumption Reduction. A Multi-Country Study, *AMA Winter Conference*, February 17th-19th 2017, Orlando, US.
- Lasarov, W.; Hoffmann, S.; Mai, R. (2017). Group Licenses - Why Moral Consumers Do Not Always Run With their (Moral) Herd, *AMA Winter Conference*, February 17th-19th 2017, Orlando, US.
- Symmank, C.; Hoffmann, S.; Mai, R.; Stok, M.; Renner, B.; Rohm, H. (2017). Psychological determinants of healthy food decision making: A systematic literature review, February 2<sup>nd</sup>-3<sup>rd</sup> 2017, ARPH Conference, Association for Researchers in Psychology and Health, Leiden, the Netherlands.
- Lasarov, W.; Hoffmann, S.; Orth, U.; Held, K. (2016). The Dynamics of Boycotts – How Different Consumer Types React on Boycott Calls, *ICAR 2016 Symposium*, December 9<sup>th</sup>-10<sup>th</sup>, 2016, Melbourne, Australia.

- Symmank, C.; Mai, R.; Hoffmann, S.; Stok, M.; Renner, B.; Lien, N.; Brug, J.; Rohm, H. (2016). Food Decision Making: A Systematic Interdisciplinary Mapping Review, June 08<sup>th</sup>-11<sup>th</sup> 2016, ISBNPA, Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity, Cape Town, South Africa.
- Lasarov, W.; Hoffmann, S.; Orth, U.; Held, K. (2016). The Heat Up / Cool Down-Model of Boycotting, Association for Consumer Research Conference (ACR), October 27<sup>th</sup>-30<sup>th</sup>, 2016, Berlin.
- Symmank, C.; Mai, R.; Hoffmann, S.; Rohm, H. (2016). Product Characteristics and Consumer's Food Decision Making: A Network Analysis of the Marketing and Business Literature, May 24<sup>th</sup>-27<sup>th</sup>, 2016, EMAC 2016, Oslo, Norway.
- Krautz, C.; Hoffmann, S. (2016). Dynamic Customer Base Retention Model. Suggestion and Cross-Cultural Validation of a Comprehensive Model Including Category Novices, *Kommissionstagung Internationales Management* der VHB 2016,
- Akbar, P.; Hoffmann, S.; Mai, R. (2016). When do materialistic consumers join commercial sharing systems, *AMA Winter Marketing Educators' Conference*, February 26<sup>th</sup>-28<sup>th</sup> 2016, Las Vegas, US.
- Mai, R.; Hoffmann, S.; Lasarov, W.; Akbar, P.; Joerß, T. (2016). The Sustainability Liability and Its Influence on Shopping Cart Composition, *AMA Winter Marketing Educators' Conference*, February 26<sup>th</sup>-28<sup>th</sup> 2016, Las Vegas, US.
- Lasarov, W.; Hoffmann, S.; Mai, R. (2015). Pe(e)rceived Moral Licensing. Why Good Guys Surrounded by Good Guys do Bad Things, *AMA Winter Marketing Educators' Conference*, February 26<sup>th</sup>-28<sup>th</sup> 2016, Las Vegas, US.
- Lasarov, W.; Hoffmann, S.; Orth, U.; Held, C. (2015). Why Do Boycotters Cool Down Over Time? An Analysis of the Intra-Personal Dynamics of Boycotting, *AMA Winter Educators' Conference 2015*, February 13<sup>th</sup>-15<sup>th</sup>, 2015, San Antonio, US.
- Mai, R.; Hoffmann, S. (2015). Less Paternalistic Ways of Transforming Consumer Behavior, *2015 EMAC Conference*, May 26<sup>th</sup>-29<sup>th</sup>, 2015, Leuven, Belgium.
- Akbar, P.; Hoffmann, S.; Mai, R. (2014). A Little Less Anti-consumption a Little More Sharing Please, *ICAR 2014 Symposium on Anti-Consumption and Consumer Wellbeing*, Kiel, Germany, June 30<sup>th</sup> to July 1<sup>st</sup>, 2014.
- Mai, R.; Hoffmann, S.; Schwarz, U.; Niemand, T.; Seidel, J. (2013). The Effect of Complexity Intensity and Complexity Quality of Websites, *ANZMAC 2013 Conference*, Auckland, New Zealand, December 1<sup>st</sup>-4<sup>th</sup>, 2013.  
(Best Paper in Track "Digital Marketing & Social Media")
- Reifegerste, D.; Schumacher, M. B.; Hoffmann, S.; Schwarz, U.; Hagen, L. M. (2013). Framing von Gesundheitskommunikation in Settingansätzen, *1. Tagung der Ad-hoc-Gruppe Gesundheitskommunikation in der DGPUK*, Hannover, November 21<sup>st</sup>-23<sup>rd</sup>, 2013.
- Hoffmann, S.; Schwarz, U.; Dalicho, L.; Hutter, H. (2013). Humor in Cross-Cultural Advertising: A Content Analysis and Test of Effectiveness in German and Spanish Print Advertisements, *2<sup>nd</sup> International Conference on Strategic Innovative Marketing, IC-SIM* in Prague, September 13<sup>th</sup>-17<sup>th</sup>, 2013.

- Iskhakova, L. M.; Yusupova, N.I.; Hilbert, A.; Hoffmann, S.; Joehnk, P. (2013). Modeling and Managing Alumni Loyalty, *15<sup>th</sup> International Workshop on Computer Science and Information Technologies CSIT'2013*.
- Hoppert, K.; Mai, R.; Zahn, S.; Hoffmann, S.; Rohm, H. (2013). Getting Insight into Food Choice – An New Approach Combining Adaptive Conjoint Analyses and Sensory Preference Tests, *10<sup>th</sup> Pangborn Sensory Science Symposium*, Rio de Janeiro, Brazil, August 11<sup>th</sup>-15<sup>th</sup>, 2013.
- Mai, R.; Hoffmann, S. (2013). Bridging the Attitude-Behavior-Gap in Healthy Food Consumption. The Moderating Role of Implicit Associations, *2013 EMAC Conference*, June 4<sup>th</sup>-7<sup>th</sup>, 2013, Istanbul, Turkey.
- Iskhakova, L.; Yusupova, N.; Hilbert, A.; Joehnk, P.; Hoffmann, S. (2012). Decision Support System for the Alumni Management, *14<sup>th</sup> International Workshop on Computer Science and Information Technologies CSIT'2012*, Ufa – Hamburg – Norwegian Fjords, September 20<sup>th</sup>-26<sup>th</sup>, 2012.
- Hoffmann, S. (2012). The Cultural Imprint of a Country Market's Boycott Prevalence. *Jahrestagung 2012 der Wissenschaftlichen Kommission Internationales Management im VHB*, Saarbrücken, 24.02.2012.
- Hoffmann, S.; Mai, R. (2012). When and Why Do Consumers Boycott Companies that Relocate Factories? *Jahrestagung der Wissenschaftlichen Kommission Marketing im VHB*, Ingolstadt, 26.-28.1.2012.
- Schwarz, U.; Hoffmann, S.; Hutter, K. (2012). Do Men and Women Laugh About Different Types of Humour? A Comparison Study in Print Ads, *2012 AMA Winter Marketing Educators' Conference* in St. Petersburg, FL, USA, February 17<sup>th</sup>-19<sup>th</sup>, 2012.
- Hoffmann, S.; Hutter, K. (2012). Collective Shopping for a Better World. Theoretical Background of the Carrotmob and a Call for Future Research, *2012 AMA Winter Marketing Educators' Conference* in St. Petersburg, FL, USA, February 17<sup>th</sup>-19<sup>th</sup>, 2012.
- Mai, R.; Hoffmann, S. (2011). Positive Marketing in the Food Sector: Development and Communication of Healthy Food Products to Creating Benefits for Companies, Customers, and Society, *Conference on Positive Marketing*, November 4<sup>th</sup>, 2011, New York, USA.
- Schwarz, U.; Hoffmann, S.; Gelbrich, K. (2011). The Effectiveness of Humor in Cross-cultural Advertising, *73. Wissenschaftliche Jahrestagung des Verbandes der Hochschullehrer für Betriebswirtschaft e.V.*, June 16<sup>th</sup>-18<sup>th</sup>, 2011, Kaiserslautern, Germany.
- Hoffmann, S.; Mai, R. (2011). The Boycott of Offshoring Companies: How the Fit Between the Consumers' Home Country and the Company's Origin Influences the Boycott Decision, *2011 Academy of Marketing Science Annual Conference* in Coral Gables, USA, May 24<sup>th</sup>-27<sup>th</sup>, 2011.
- Hoffmann, S.; Mai, R. (2011). Do You Really Want to Eat More Healthy or Do You Just Want to Look Good? How Different Motives Influence the Healthy Food Decision, *2011 Academy of Marketing Science Annual Conference* in Coral Gables, USA, May 24<sup>th</sup>-27<sup>th</sup>, 2011.
- Schwarz, U.; Hoffmann, S. (2011). The Effectiveness of Sentimental Comedy and Sentimental Humor in Cross-Cultural Advertising: A Comparison of German and Spanish Print Advertisements, *2011 EMAC Conference*, May 24<sup>th</sup>-27<sup>th</sup>, 2011, Ljubljana, Slovenia.

- Mai, R.; Hoffmann, S. (2011). Taste Lovers vs. Nutrition Facts Seekers. How Health Consciousness and Self-efficacy Influence the Consideration of Health-related Food Attributes, *7th CRAWs Conference*, April 14<sup>th</sup>-15<sup>th</sup> 2011, Manchester, UK.
- Hoffmann, S.; Mai, R. (2011). Identifying Implicit Obstacles for Consuming Healthy Food. A Multi-Step, Multi-Method Research Agenda, *2011 AMA Winter Marketing Educators' Conference in Austin, USA*, February 18<sup>th</sup>-20<sup>th</sup>, 2011.
- Mai, R.; Hoffmann, S. (2011). Regional Dialect and Foreign Accent in Business Communication: A Review and Synthesis of the Literature, *2011 AMA Winter Marketing Educators' Conference in Austin, USA*, February 18<sup>th</sup>-20<sup>th</sup>, 2011.
- Hoffmann, S.; Schlicht, J. (2011). How Different Types of Concernment Influence the Intention to Purchase Organic Food, *2011 AMA Winter Marketing Educators' Conference in Austin, USA*, February 18<sup>th</sup>-20<sup>th</sup>, 2011.
- Hutter, K.; Hoffmann, S. (2011). Cooler than Boycotts. Carrotmob as an Innovative Form of Ethical Consumption, *10th International Marketing Trends Conference in Paris, France*, January 20<sup>th</sup>-22<sup>nd</sup>, 2011.
- Mai, R.; Hoffmann, S. (2011). Implizite Einstellungen als Hindernisse der Stärkung gesunder Ernährung. Direktiven für die zukünftige Forschung, *10th International Marketing Trends Conference in Paris, France*, January 20<sup>th</sup>-22<sup>nd</sup>, 2011.
- Hoffmann, S.; Liebermann, S.; Schwarz, U. (2010). Ads for Mature Consumers in Transformation Countries: Should Marketers Address the Same Shift of Values as in Industrialized Countries? *1st EMAC Regional Conference- Marketing Theory Challenges in Emerging Markets*, hosted by the Corvinus University of Budapest, Hungary, September 23<sup>rd</sup>-25<sup>th</sup>, 2010.
- Schwarz, U.; Hoffmann, S.; Belikova, E. (2010). Diffusion of the Internet in the Transition Country Russia: An Integrated Analysis Approach, *1st EMAC Regional Conference- Marketing Theory Challenges in Emerging Markets*, hosted by the Corvinus University of Budapest, Hungary, September 23<sup>rd</sup>-25<sup>th</sup>, 2010.
- Hoffmann, S. (2010). Anti-Consumption as a Means of Saving Jobs. Why Consumers Boycott Companies that Close down Factories, *ICAR/NACRE 2010 Symposium in Marseille, France*, June 25<sup>th</sup>-26<sup>th</sup>, 2010.
- Hoffmann, S.; Mai, R.; Smirnova, M. (2010). Conceptualizing Consumer Animosity. A Validation Study in Germany and Russia, *2010 AMA Winter Marketing Educators' Conference in New Orleans, USA*, February 19<sup>th</sup>-22<sup>nd</sup>, 2010.
- Mai, R.; Hoffmann, S. (2010). The Influence of a Salesperson's Dialect: When is Regional Dialect a Factor of Success or an Obstacle in Direct Marketing?, *2010 AMA Winter Marketing Educators' Conference in New Orleans, USA*, February 19<sup>th</sup>-22<sup>nd</sup> 2010.
- Hoffmann, S.; Liebermann, S.; Schwarz, U. (2010). Designing Advertisements for Consumers Older than 50 Years, *2010 AMA Winter Marketing Educators' Conference in New Orleans, USA*, February 19<sup>th</sup>-22<sup>nd</sup>, 2010.
- Hoffmann, S.; Mai, R. (2009). A General Model of Consumer Animosity toward Different Target Countries. An Analysis of Construct Validity and Criterion Validity, *CIMaR Conference in Beijing, China*, October 15<sup>th</sup>-18<sup>th</sup>, 2009.
- Mai, R.; Hoffmann, S. (2009). The Influence of a Spokesperson's Accent on Consumer's Perception and Attitude, *CIMaR Conference in Beijing, China*, October 15<sup>th</sup>-18<sup>th</sup> 2009.

- Hoffmann, S.; Schwarz, U.; Liebermann, S. (2009). Tailoring Advertisements for the Generation 50+: The role of Activity and Modesty for Self-verification, *AMS 2009 Conference*, Baltimore, USA, May 20<sup>th</sup>–23<sup>rd</sup>, 2009.
- Hoffmann, S.; Mai, R. (2009). Cross-national Differences in Consumers' Animosity towards the US and Russia, *38<sup>th</sup> EMAC Conference*, Nantes, France, May 26<sup>th</sup>-29<sup>th</sup>, 2009.
- Niemand, T.; Hoffmann, S.; Ott, G. (2009). Consumer Integrated Technology Screening (CITS). Ein Prozessmodell zur Integration industrieller Kunden bei der Analyse des Potenzials von Technologiekonzepten, *Tagung Kundenintegration und Kundenbindung*, Illmenau, 15. Mai 2009.
- Hoffmann, S. (2009). Die Verlagerung von Tochterunternehmen als Auslöser von Konsumentenboykotten im Heimatland des bisherigen Standorts, *Jahrestagung 2009 der Wissenschaftlichen Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft*, Berlin, 13. Februar 2009.
- Soyez, K.; Hoffmann, S.; Smirnova, M. (2008). Umweltfreundliches Konsumentenverhalten in Deutschland und Russland: Eine Frage unterschiedlicher Wertorientierungen, *DAAD-UFA-Konferenz*, Dresden, 14. November 2008.
- Hoffmann, S. (2006). Vorstellung eines neuen Informationsportals für KMU: iXpatriate – das Portal für Auslandskompetenz in KMU, *Siegener Mittelstandstagung SiMi06*, Siegen, 8. September 2006.
- Hoffmann, S.; Wittig, K. (2006). Do International Advertisement Campaigns Reflect Cultural Differences?, *14<sup>th</sup> Annual CIMaR Conference*, Istanbul, Turkey, May 26<sup>th</sup>-31<sup>st</sup>, 2006.
- Wittig, K.; Hoffmann, S. (2006). Why Do Consumers Boycott? A Replicating Study in Germany, Research Proposal presented at the *14<sup>th</sup> Annual CIMaR Conference*, Istanbul, Turkey, May 26<sup>th</sup>-31<sup>st</sup>, 2006.