

## Prof. Dr. Stefan Hoffmann

### Publications

#### 1. Journals with peer review

- Krautz, C.; Hoffmann, S. (2017). The Tenure-Based Customer Retention Model. A Cross-Cultural Validation. *Journal of International Marketing*. (forthcoming).
- 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. (2017). Alumni Loyalty. Systematic Literature Review. *Journal of Nonprofit & Public Sector Marketing* (forthcoming).
- 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.
- 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* (forthcoming).
- 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), 161-170.
- Hutter, K.; Hoffmann, S.; Mai, R. (2017). Carrotmob. A Win/Win/Win-Approach to Creating Benefits for Consumers, Business, and Society at Large. *Business & Society*. (forthcoming)
- 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.
- 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.
- 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.
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- 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.
- 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.
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- 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.  
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- 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.; Soyez, 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

- 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.
- 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.; Akbar, P. (2016). *Konsumentenverhalten. Konsumenten verstehen – Marketingmaßnahmen gestalten*. 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. Articles in edited books and proceedings

- Symmank, C.; Hoffmann, S. (2017). Leugnung und Ablehnung von Verantwortung, Heidbrink, L.; Langbehn, C.; Sombetzki, J. (Hrsg.). *Handbuch Verantwortung*, Springer (*forthcoming*).
- 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.): b, 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.

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- 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 40<sup>th</sup> 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 10<sup>th</sup> 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 1<sup>th</sup> 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 1<sup>th</sup> 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.
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- 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.
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- 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)

- 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.

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