

PUBLIKATIONSLISTE

PROF. DR. ADRIENNE STEFFEN

DISSERTATIONEN / MONOGRAPHIEN / HERAUSGEBERBÄNDE

- Doppler, S. und Steffen, A. (2020) Herausgeberband *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Steffen, A. und Doppler, S. (2019) Einführung in die qualitative Marktforschung – Design, Datenerhebung, Datenauswertung, Wiesbaden: SpringerGabler.
- Steffen, A. (2012) “*Critical Shopping Experiences – Affective Reactions and Behavioural Consequences*”, Saarbrücken: Südwestdeutscher Verlag für Hochschulschriften. ISBN: 978-383-8135-328.
- Steffen, A. (2009) *Affective Reaction to Critical Shopping Experiences in Shopping Centres- a Mixed Method Approach*. PhD. Thesis, Strathclyde University, UK.

BUCHKAPITEL

- Steffen, A. (erscheint 2022) Second-Hand Market participation as part of a responsible Marketing Strategy, (Eds.) Bhattacharyya, J. et al. (2021) *Dealing with Socially Responsible Consumers – Studies in Marketing*, Singapore: Palgrave Macmillan (Springer Nature).
- Doppler, S.; Kraut, M. und Steffen, A. (2021) Herausforderung Customer Experience bei digitalen Veranstaltungen – Erkenntnisse aus der Corona-Kris, in Luppold, S.; Himmel, W., Frank, H-J. (Hrsg.) *Berührende Online Veranstaltungen*. Wiesbaden: SpringerGabler.
- Steffen, A. und Doppler, S. (2020) “Introduction to the experience economy” in Doppler, S. und Steffen, A. (Eds.) *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Steffen, A. und Doppler, S. (2020) “The role of food in creating experiences” in Doppler, S. und Steffen, A. (Eds.) *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Doppler, S., Steffen, A. und Wurzer, L. (2020) “Event Catering: Enhancing customer satisfaction by creating memorable holistic food experiences” in Doppler, S. und Steffen, A. (Hrsg.) *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Steffen, A. und Doppler, S. (2020) “Creating food experience: summary and implications for practitioners” in Doppler, S. und Steffen, A. (Hrsg.) *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Steffen, A. und Doppler, S. (2020) “The future of food experiences” in Doppler, S. und Steffen, A. (Hrsg.) *Case Studies on Food Experience: insights for marketing, retail and events*. Woodland/Elsevier.
- Steffen, A. and Doppler, S. (2018), "Building consumer trust and satisfaction through sustainable business practices" in eds. Byrom, J., and Medway, D., *Case Studies in Food Retailing and Distribution*, Chapter 12. Elsevier.
- Doppler, S. and Steffen, A., (2018), „Die Rolle des Involvements für die wahrgenommene Erlebnisqualität von B2B Messebesuchen; Publikation in Zanger, C. (Hrsg.) *Event und Marken*, Stand und Perspektiven der Eventforschung, Wiesbaden: Springer Gabler.
- Steffen, A. (2017), "Exploring the benefits of employing market insights and consumer trends in food product innovation: a case study from Germany" (p. 209-238) in eds. Cavicchi, A. and Santini, A., *Consumer Science and Strategic Marketing: Case Studies in the Traditional Food Sector*, Chapter 8. Elsevier.
- Steffen, A. and Schabbing, B., (2015), „Event-Emotionalisierung mit Musik: zielgruppensegment-spezifische Auswahl, Funktionalität und Einsatz von Musik bei Events; Publikation in Zanger, C. (Hrsg.) *Event und Emotionen*, Stand und Perspektiven der Eventforschung, Wiesbaden: Springer Gabler. ISBN: 978-3-658-10302-6

ARTIKEL IN BEGUTACHTETEN FACHZEITSCHRIFTEN UND KONFERENZREIHEN

- Steffen, A.; Bozdemir, Y. and Doppler, S. (erscheint 2022)“ Konsumverzicht, Minimalismus und Well-Being“ in Bala, C. (2022) Beiträge zur Verbraucherforschung: Lust und Frust - Psychologische und soziologische Aspekte des Kaufens und Konsumierens.
- Steffen, A. (2020), “Ethical Consumer Behavior: Does Second-Hand Consumption Influence Satisfaction with Life?”, *Journal of Business Theory and Practice*, Vol. 8, n.º. 3, pages 22-37. <http://www.scholink.org/ojs/index.php/jbtp/issue/view/379>.

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ARTIKEL IN BEGUTACHTETEN FACHZEITSCHRIFTEN UND KONFERENZREIHEN

- Steffen, A. (2017), "Second-Hand Consumption as a Lifestyle Choice", *Proceedings of the International Conference on Consumer Research (ICCR), September 26-27-09 2016, Germany, Bonn.*, available at <https://www.verbraucherforschung.nrw/sites/default/files/2017-09/DOI%2010.15501978-3-86336-918-7-full%20text.pdf>
- Steffen, A. and Menzenbach, K. (2016), "Consumer Acceptance of Advertising in Mobile Games", *Proceedings of the LCBR European Marketing Conference, June 27-28 2016, Portugal, Lisbon, p. 22-36.* ISSN 2190-7935, available at <http://www.lcbr-archives.com/emc2016proceedings.html>
- Steffen, A. and Atorough, P. (2015), "The Consequences of Poor Staff Performance and Poor Selling Traits on Consumer Behavior", *Portuguese Marketing Journal*, Vol. 18, n.º. 35, pages 29 –41.
- Steffen, A. and Günther, S. (2013), "Success factors of Cause-Related Marketing – what developing countries can learn from a German sweets campaign", *The Mena Journal of Business Case Studies, Vol. 2013, 14p.*
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- Schabbing, B., and Steffen, A. (2012), "Classical Music Festivals in Germany: a Segmentation and Comparative Study of Four Major German Music Festivals", *Proceedings of the Soundtracks: Music, Tourism and Travel Conference, July 06-09 2012, UK, Liverpool.* ISBN 978-1-907240-31-7.

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- Steffen, A.; Bozdemir, Y. and Doppler, S. (2021) "Konsumverzicht, Minimalismus und Well-Being" Netzwerk Verbraucherforschung Nordrhein-Westfalen, Workshop 16: Lust und Frust - Psychologische und soziologische Aspekte des Kaufens und Konsumierens, 27.09.2021, Germany, Online.
- Steffen, A. (2017), "Towards Understanding German Second-Hand Culture and Shopping Motivation", *Presentation at the 5th French-Austrian-German Workshop on Consumer Behavior (FAG) The Challenges of Culture!, March 30-31 2017, Austria, Vienna.*
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- Steffen, A. and Atorough, P., (2015) "The Consequences of Poor Staff Performance and Poor Selling Traits on Consumer Behaviour", *International Conference on Marketing and Consumer Behaviour, May 1st-2nd 2015, Portugal, Aveiro.* (->Best paper award in Consumer Behaviour)
- Steffen, A. (2014), "Strategic Customer Experience Management: A Qualitative Cross-Industry Study", *Presentation at the LCBR European Marketing Conference, August 07-08 2014, Germany, Munich.*
- Steffen, A. (2012), "Sustainability – A New German Core Value?", *Keynote Speech at the LCBR European Marketing Conference, August 10-08 2012, Germany, Munich.*
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- Atorough, P., Donaldson, B., Steffen, A. (2012) "Consumer Empowerment Online: Illusion or Reality", *Presentation at the IJAS Euro-American Conference for Academic Discipline and Creativity, June 29 2012, Czech Republic, Prague.*
- Steffen, A. and Günther, S. (2012), "Success Factors of Cause-Related Marketing – What Developing Countries Can Learn From a German Sweets Campaign", *Presentation at the Conference on Corporate Social Responsibility and Sustainability - Towards a Sustainable Society in the MENA Region: Roadmap and Priorities, February 01-02 2012, Egypt, Cairo.*

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PROF. DR. ADRIENNE STEFFEN

- Steffen, A. (2010), "From Excitement to Frustration - Affective Reactions to Critical Incidents in Shopping Centres", *Proceedings of the German-French-Austrian (GFA) Conference on Quantitative Marketing, September 16-18 2010, Austria, Vienna.*
- Steffen, A. (2010), "Understanding the Green Consumer", *Presentation at the second HIB Spring Conference on Ethics, Sustainability and Service Ethos- To Whom is Business Responsible?*, Heidelberg, April 23 2010, Germany, Heidelberg.
- Voutta, A. (2006), "The Impact of Critical Incidents on Consumer Mood and Consumer Behaviour", *Presentation at the Doctoral Symposium with Prof. Russell Belk, Lancaster University*, April 26 2006, UK, Lancaster.
- Voutta, A. (2006), "Propositions for Measuring Customer Experiences and Consumer Emotions in Retail Settings" *Presentation at the Scottish Doctoral Management Conference*, University of St. Andrews, June 13 2006, UK, St. Andrews.

NICHT REFERIERTE AUFSÄTZE IN ZEITSCHRIFTEN/ ONLINE / ARBEITSPAPIERE

- Steffen, A. und Doppler, S. (2020) „Transformation des Essenserlebnisses: Wie Corona die Bedeutung gemeinsamer Essenserlebnisse verändert“, *Marketing Börse* (29.09.20), <https://www.marketing-boerse.de/fachartikel/details/2040-transformation-des-essenserlebnisses/171361>.
- Schabbing, B., Steffen, A. (2013), "Managerial implications of an in-depth customer analysis of German classical music festival customers", 42 pages, *ISM Discussion Paper, MV-Wissenschaft.*

GUTACHTERTÄTIGKEITEN

- Reviewer for the 5th French-Austrian-German Workshop on Consumer Behavior (FAG) 2016
- Reviewer for the Association of Consumer Research Conference 2016
- Reviewer for the Portuguese Marketing Journal (RPM) seit Januar 2014
- Reviewer for the International Conference on Marketing & Consumer Behaviour 2013 and 2015
- Reviewer for the Portuguese Marketing Conference 2015
- Reviewer for the Academy of Marketing Conference 2006
- External Dissertation International Examiner für mehrere PhDs und Masterarbeiten in an der German University in Cairo den Jahren 2015 – 2021.