

Selected Publications and Conference Presentations

- **Becker, M.** (2024). Psychology of Profit: Prospect Theory and Ambidexterity in Family-Owned Firms. *Accepted for presentation at the 2024 Babson College Entrepreneurship Research Conference (BCERC), Munich, Germany.*
- Bendig, D. & **Becker, M.** (2024). Public Relations. In: C. Fourali, & J. French (Eds.): *The Palgrave Encyclopedia of Social Marketing*. Springer International Publishing. In print.
- **Becker, M.** & Bendig, D. (2023). Stakeholder Management. In: Idowu, S., Schmidpeter, R., Capaldi, N., Zu, L., Del Baldo, M., Abreu, R. (Eds.) *Encyclopedia of Sustainable Management*. Springer, Cham.
- Wolf, S. & **Becker, M.**, 2023. Der Markt im Mittelpunkt. Externe Daten zur Internen Steuerung. In: Schmalenbach-Gesellschaft für Betriebswirtschaft (Ed.): *Digital Reporting. Transformation im Controlling durch den digitalen Wandel* (S. 64-73), Vahlen, München.
- Brettel, M., Greven, A., & **Becker, M.**, 2020. Entrepreneurship in der Volatilen Welt. Ein Framework zum Management Disruptiven Wandels. In: K. Hölzle, V. Tiberius, & H. Surrey (Eds.): *Perspektiven des Entrepreneurships. Unternehmerische Konzepte zwischen Theorie und Praxis* (S. 101–116), Schäffer-Poeschel Stuttgart.
- **Becker, M.**, 2018. Entrepreneurship for the Moment: The Influence of Top Management Team Characteristics on Pre-IPO Earnings Inflation. *Presented at the 2018 Babson College Entrepreneurship Research Conference (BCERC), Waterford, Ireland.*
- **Becker, M.**, Bendig, D., & Brettel, M., 2018. Satisfying Stakeholders at All Costs: Myopic Marketing Management and Corporate Social Responsibility Reporting. *Awarded Best Paper in Marketing Strategy and published in the Proceedings of the 2018 American Marketing Association (AMA) Summer Academic Conference, Boston, Massachusetts (USA).*
- **Becker, M.** & Bendig, D., 2018. Myopic Managers and Their Foresighted Excuses: Mitigating Downsides of Pre-IPO Earnings Management. *Presented at the 2018 Academy of Management (AoM) Annual Meeting, Chicago, Illinois (USA).*
- **Becker, M.**, Bendig, D., & Brettel, M., 2018. Myopic Entrepreneurs and Their Foresighted Excuses: Are Earnings Inflation and Self-Handicapping Complementary IPO-Strategies? *Presented at the 2018 American Marketing Association (AMA) Summer Academic Conference, Boston, Massachusetts (USA).*