

Publikationsliste & Konferenzen Carolin Egger (geb. Kuhn)

Work in Progress

Buchbeiträge & Bücher (peer-reviewed)

Wunram, F., Bendig, M., Egger, C. (2026). Titel in Name (Hrsg.). (2026). Handbuch Digitale Transformation. Springer. ISBN:

Schmidtnr, M., Egger, C., Fox, C. (2026). Zwischen Algorithmus und Akzeptanz in Schuster, G. (Hrsg.). (2026). Handbuch Innovatives Marketing. Springer Berlin. ISBN:

Edokpayi, L., Fox, C., Egger, C. (2025). Made by KI: Chancen und Herausforderungen in der modernen Markenentwicklung. In: Schuster, G., Bornemeyer, C. (Hrsg.) Handbuch Innovatives Marketing. Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-46709-8_106-1

Bendig, M., Tiemann, I., Egger, C. & Koloska, K. (2025). Nachhaltigkeit als notwendiges Kriterium im Innovationsmanagement: Wie KI-Tools neue Wege eröffnen und Nachhaltigkeitsorientierung im Entwicklungsprozess erleichtern. In Just, V., Bodemann, M., Paul, A., & Weber, J. (Hrsg.). (2024). Innovative Nachhaltigkeit oder Nachhaltige Innovation: Zukunftsweisende Innovationen und verbundene Nachhaltigkeitsaspekte (1. Auflage 2025) (S. 145-168). Springer Berlin, ISBN: 978-3-662-68995-0.

Altendorfer, L.-M., Arweck, J., Egger, C., Fox, C., Huber, B., Langner, A.-K., O’Gorman, S., Wecke, B. (Hrsg.) (2024). IU Tagungsband Content Marketing 2.0 - Potenziale und Herausforderungen neuer Ansätze des Content Marketings, München, 14.06.2023. Verfügbar unter: https://res.cloudinary.com/iugroup/image/upload/v1704706555/Tagungsband_Content_Marketing_2.0_ylyhre.pdf

Egger, C. (2015). The impact of organizational values on product innovation in manufacturing companies, Riga: University of Latvia. ISBN 978-9934-18-009-5. Vollversion verfügbar unter: <https://dspace.lu.lv/dspace/handle/7/28356>

Egger, C. (2014). Towards a Categorization of Influencing Factors for Innovation in Organizations. In: Neuert, J. ed. Contemporary Approaches of International Business Management, Economics, and Social Research (S. 11-19). Berlin, Deutschland: epubli. ISBN 978-3-7375-1329-6.

Artikel in Fachzeitschriften (peer-reviewed)

Freudenberger, J., Bendig, M., Egger, C. (2026). Titel. Marketing Review St. Gallen

Bolzern-Konrad, B., Egger, C., and Sumilo, E. (2015). Competence Utilization for Innovation Capabilities – A Question of Trust?. Expert Journal of Business and Management, vol. 3, no. 2, S. 90-104. Sibiu, Rumänien: Sprint Investify. ISSN 2344-6781. Verfügbar unter <http://business.expertjournals.com/23446781-310/104/>

Bolzern-Konrad, B., Egger, C. & Šumilo, Ē. (2013). Values - Soft issue or valuable capital? Humanities and Social Sciences Latvia, vol. 21, no. 2, S. 74-90. Riga, Lettland: University of Latvia. ISSN 1022-4484.

Kuhn, C. & Šumilo, Ē. (2012). Leaders must learn how to create an organisational climate where others apply innovative thinking to solve problems and develop new products and services. Humanities and Social Sciences Latvia, vol. 20, no. 1, S. 77-94. Riga, Lettland: University of Latvia. ISSN 1022-4483. Verfügbar unter http://www.lu.lv/fileadmin/user_upload/lu_portal/apgads/PDF/Humanities_and_social_sciences_2012.pdf

Kuhn, C., Dubra, I. & Šumilo, Ē. (2012). Influential determinants of innovation: Case study of Latvia and Germany. *Journal of Social Sciences - Regional Formation and Development Studies Lithuania*, vol. 2, no. 7, S. 74-85. Klaipėda, Litauen: Klaipėda University. ISSN 977-2029-93-700-1.

Konferenzbeiträge (peer-reviewed)

2026 Danzig ICGR Poster

- Scholer, S., Egger, C. (2025). The impact of TikTok usage on mental health of teenagers in Germany and Luxembourg (Conference Presentation). 2025 22nd Annual Conference of the European Media Management Association (EMMA) (03.06.2025 - 05.06.2025), Rome, Italy. <https://media-management.eu/emma-conferences/rome-2025/>
- Pfeifer, L., Egger, C., Bendig, M., Tiemann, I. (2024). The Use of AI in Energy Utility Companies: A Case Study on Potential Fields of Application and Impact on Innovation. In *Proceedings of the 4th International Scientific-Practical Conference (ISPC 2024): Digital Management and Artificial Intelligence* (S. 31-47), 11-10.10.2024, Köln, Germany. ISBN 978-3-031-88051-3. https://link.springer.com/chapter/10.1007/978-3-031-88052-0_3
- Egger, C. & Birnstiel, I. (2024). Efficacy of Instagram Influencer Marketing along the Customer Journey - An Analysis of Equestrian e-Commerce in Germany (Conference Poster). AIMAC International Conference on Arts and Cultural Management 2024 (23.06.2024 - 26.06.2024), Lissabon, Portugal. <https://www.aimaclisbon2024.org>
- Egger, C. & Deuster, A. (2024). Current relevance and future development of virtual influencers in the social networks of Instagram, TikTok, and YouTube (Conference Presentation). 2024 21st Annual Conference of the European Media Management Association (EMMA) (06.06.2024 - 07.06.2024), Leeuwarden, Niederlande. <https://www.media-management.eu/emma-conferences/leeuwarden-2024/>
- Egger, C. & Egger, H. (2016). Innovation Performance and Management Ethics - An interrelated phenomenon? In: *Global Conference on Business and Finance Proceedings* (Vol. 11, No. 1, S. 280-291). Honolulu, Hawaii, USA: The Insitute for Business and Finance Research. ISSN 1941-9589.
- Egger, C. (2014). An international perspective on the impact of organizational values on product innovations in manufacturing companies. In: *Global Business Conference 2014 Proceedings - Questioning the Widely-held Dogmas* (S. 94-104). Dubrovnik, Kroatien: Innovation Institute Zagreb. ISSN 1848-2252.
- Egger, C. (2014). Organizational Values for Product Innovations in Manufacturing Companies. In *Conference Proceedings for Political Sciences, Law, Finance, Economics & Tourism* (Vol. 3, S. 381-388). Sofia, Bulgarien: SGEM International Multidisciplinary Scientific Conferences on Social Sciences and Arts. ISBN 978-619-7105-27-8.
- Bolzern-Konrad, B. & Egger, C. (2014). Trust as an enduring organizational value for competitive advantage in a constantly changing business world: Theoretical analysis and emprical findings from two research studies. In *Conference Proceedings of 14th Biennial ISSWOV Conference on Values in shock: The role of contrasting management, economic, and religious paradigms in the workplace* (S. 323-330). Los Angeles, USA: ISSWOV - International Society for the Study of Work & Organizational Values. ISBN 978-0-9817997-3-5.
- Egger, C. (2014). Valuable values for innovation? In *Impulse in Zeiten des Wandels - Tagungsband des 8. Forschungsforums der österreichischen Fachhochschulen* (S. 454-455). Kufstein, Österreich: Fachhochschule Kufstein Tirol Bildungs GmbH. ISBN 978-3-9503491-9-1.

Teilnahme & Präsentationen auf wissenschaftlichen Konferenzen

Datum	Ort	Konferenz	Titel des Beitrags / Tätigkeit
07.05.2026 – 08.05.2026	Danzig, Polen	9th International Conference on Gender Research	Poster-Präsentation zum Thema: Between Muscles and Metrics – How Instagram influences Young Men's Perceptions of their Bodies
03.06.2025 – 05.06.2025	Rom, Italien	EMMA Annual Conference of the European Media Management Association	Präsentation zum Thema: The impact of TikTok usage on mental health of teenagers in Germany and Luxembourg
22.05.2025	Rosenheim, Deutschland	Jahrestagung der Arbeitsgemeinschaft für Marketing (AfM)	Tagungsteilnahme
10.10.2024 – 11.10.2024	Köln, Deutschland / Hybrid	ISPC International Scientific Practical Conference	Co-Präsentation zum Thema: The use of AI in energy utility companies: A case study on potential fields of application and impact on innovation
23.06.2024 – 26.06.2024	Lissabon, Portugal	AIMAC International Conference on Arts and Cultural Management	Poster-Präsentation zum Thema: Efficacy of Instagram Influencer Marketing along the Customer Journey - An Analysis of Equestrian e-Commerce in Germany
05.06.2024 – 07.06.2024	Leeuwarden, Holland	EMMA Annual Conference of the European Media Management Association	Präsentation zum Thema: Current relevance and future development of virtual influencers in the social networks of Instagram, TikTok, and YouTube
14.06.2023	München, Deutschland	Content Marketing 2.0 - Potenziale und Herausforderungen neuer Ansätze des Content Marketings	Leitung des Organisations- und Veranstaltungsteams
04.01.2016 – 07.01.2016	Honolulu, Hawaii, USA	Global Conference on Business and Finance Research	Präsentation zum Thema: Management Ethics and Innovation Performance – An interrelated phenomenon? Session Chair für den Track Management & Marketing
01.10.2014 – 03.10.2014	Dubrovnik, Kroatien	Summer Global Business Conference	Präsentation zum Thema: An International Perspective on the Impact of Organizational Values on Product Innovations in Manufacturing Companies
04.09.2014 – 07.09.2014	Varna, Bulgarien	International Multidisciplinary Scientific Conferences on Social Sciences and Arts	Präsentation zum Thema: Organizational Values for Product Innovation in Manufacturing Companies
29.06.2014 – 02.07.2014	Riga, Lettland	14th Biennial ISSWOV Conference on Values in shock: The role of contrasting management, economic, and religious paradigms in the workplace	Poster-Präsentation zum Thema: Trust as an enduring organizational value for competitive advantage in a constantly changing business world
23.04.2014 – 24.04.2014	Kufstein, Österreich	8. Forschungsforum der österreichischen Fachhochschulen	Poster-Präsentation zum Thema: The impact of organizational values on product innovation – Results of content analysis of 40 articles

Datum	Ort	Konferenz	Titel des Beitrags / Tätigkeit
29.11.2013 – 30.11.2013	Kufstein, Österreich	International Conference on Current Approaches of Modern Management and Strategy Research	Präsentation zum Thema: Investigating the impact of organizational values on innovation – Research Design
06.02.2013 – 08.02.2013	Kufstein, Österreich	15th Facility & Real Estate Management Congress - Hotel & Leisure facilities	Präsentation zum Thema: Hospitality as an organizational value impacting customer satisfaction
03.08.2012 – 05.08.2012	Kufstein, Österreich	International Conference on Innovative Approaches of Management Research for Regional and Global Business Development	Präsentation zum Thema: Methods of measurement for innovation capacity
10.05.2012 – 12.05.2012	Riga, Lettland	International Conference on New Challenges of Economic and Business Development	Präsentation zum Thema: Innovation management & values- based management
02.12.2011 – 04.12.2011	Fulda, Deutschland	International Conference on Global Business Management Research	Präsentation zum Thema: Innovation management & values- based management