



Key Publications

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Journal Articles (Peer Review)

Weidig, J., Weippert, M., Kuehnl, C. (2024), Personalized touchpoints and customer experience: A conceptual synthesis. *Journal of Business Research*, 177, 114641.

Weidig, J., Kuehnl, C. (2023), Improving the effectiveness of personalized recommendations through attributional cues, *Psychology & Marketing*, 40 (12), 2559-2575.

Wielgos, D., Homburg, Ch., Kuehnl, C. (2021), Digital business capability: its impact on firm and customer performance, *Journal of the Academy of Marketing Science*, 49 (4), 762-789.

Imschloss, M., Kuehnl, C. (2019), Retailers! Can Your Customers Feel Your Music? Investigating Cross-modal Correspondences between Music and Haptic Perceptions, *Journal of Retailing*, 95 (04), 158-169.

Kuehnl, C., Jozic, D, Homburg, Ch. (2019), Effective customer journey design: consumers' conception, measurement, and consequences, *Journal of the Academy of Marketing Science*, 47(03), 551-568.

Homburg, Ch., Jozic, D., Kuehnl, C. (2017), Customer Experience Management: Towards Implementing an Evolving Marketing Concept, *Journal of the Academy of Marketing Science*, 45 (03), 377–401.

Imschloss, M., Kuehnl, C. (2017), Don't Ignore the Floor: Exploring Multi-Sensory Atmospheric Congruence between Music and Flooring in a Retail Environment, *Psychology & Marketing*, 34 (10), 931-945.

Kuehnl, C., Fürst, A., Homburg, Ch., Staritz, M. (2017), Toward a Differentiated Understanding of the Value-Creation Chain, *British Journal of Management*, 28 (03), 444–463.

Homburg, Ch., Schwemmler, M., Kuehnl, C. (2015), New Product Design: Concept, Measurement, and Consequences, *Journal of Marketing*, 79 (03), 41–56.

Homburg, Ch., Kuehnl, C. (2014), Is the More Always Better? A Comparative Study of Internal and External Integration Practices in New Product and New Service Development, *Journal of Business Research*, 67 (07), 1360–1367.

Kuehnl, C., Mantau, A. (2013), Same Sound, Same Preference? Investigating Sound Symbolism Effects in International Brand Names, *International Journal of Research in Marketing*, 30 (04), 417–420.

Homburg, Ch., Fürst, A., Kuehnl, C. (2012), Ensuring International Competitiveness: A Configurative Approach to Foreign Marketing Subsidiaries, *Journal of the Academy of Marketing Science*, 40 (02), 290–312.

Homburg, Ch., Wieseke, J., Kuehnl, C. (2010), Social Influence on Salespeople's Adoption of Sales Technology: A Multilevel Analysis, *Journal of the Academy of Marketing Science*, 38 (02), 159–168.

Articles in German-speaking Journals (Peer Review)

Kuehnl, C., Weippert, M., Tischer, M. (2024), Die B2B-Customer Experience als Anbieter besser verstehen, *Marketing Review St. Gallen*, 04/2024, 20-27.

Kühnl, C., Frank, P. (2019), Social Selling - Eine neue Form der E-Kommunikation für Business-to-Business Unternehmen, *Transfer – Zeitschrift für Kommunikation und Markenmanagement*, 04/2019, 18-28.

Blessing, G., Kühnl, C. (2019), Customer Experience im Internet der Dinge, *Marketing Review St. Gallen*, 37(01), 30-37.

Kühnl, C. (2019), Klassiker der Organisationsforschung (31): Michael Porter, *Organisationsentwicklung – Zeitschrift für Unternehmensentwicklung und Change Management*, 01/2019, 100-105.

Monographs

Kühnl, C. (2016) *Drivers of Word-of-Mouth and Customer Loyalty*, unpublished habilitation treatise.

Kühnl, C. (2010), [Erfolgsfaktoren im Innovationsmanagement - Eine empirische Betrachtung aus Hersteller- und Anwendersicht](#), Wiesbaden, Gabler, *Dissertation*.

Book Chapters

Kühnl, C., Prigge, J. (2017), Kundenpriorisierung zur Wahrung profitabler Geschäftsbeziehungen, in: Bruhn, M., Homburg, Ch. (Hrsg.) *Handbuch Kundenbindung*, 9. Aufl., 549–577, Wiesbaden, Gabler.

Jozic, D., Kühnl, C. (2016), Customer Experience Management, in: Homburg, Ch. (Hrsg.) *Kundenzufriedenheit: Konzepte – Methoden – Erfahrungen*, 9. Aufl., 411–440, Wiesbaden, Gabler.

Kühnl C., Prigge, J. (2013), Kundenpriorisierung zur Wahrung profitabler Geschäftsbeziehungen, in: Bruhn, M., Homburg, Ch. (Hrsg.) *Handbuch Kundenbindung*, 8. Aufl., 549–577, Wiesbaden, Gabler.

Homburg, Ch., Kühnl, C. (2011), Nichtlineare Effekte im Management von Dienstleistungs- und Produktinnovationen: Eine vergleichende Studie, in: Bruhn, M., Hadwich, K. (Hrsg.) *Dienstleistungsproduktivität - Innovationsentwicklung, Internationalität, Mitarbeiterperspektive*, Band 2, 1. Auflage, 101–123, Wiesbaden, Gabler.

Abstracts in Conference Proceedings (Peer-Review)

Kuehnl, C., Weippert, M., Tischer, M. (2024), Developing a Typology of B2B Customer Journeys. *Proceedings of the European Marketing Academy*, 53rd, May 28–31, 2024, Bucharest/Romania.

Weippert, M., Kuehnl, C. (2024), Understanding the effects of personalization along the customer journey. *Proceedings of the European Marketing Academy*, 53rd, May 28–31, 2024, Bucharest/Romania.

Schmid, M.-S., Kuehnl, C., Omiecienski, F., Padó, S. (2024), How can business-to-business salespeople get out more of their social media posts?. *Proceedings of the European Marketing Academy*, 53rd, May 28–31, 2024, Bucharest/Romania.

Kuehnl, C., Kuznik, G. (2023), How to Effectively Institutionalize Social Selling in Business-to-Business Companies. *Proceedings of the International Conference on Information Systems (ICIS)*, 10.-13. Dezember 2023, Hyderabad/Indien.

Wielgos, D., Kühnl, C. (2019), Digital Business Capability and its Effects on Firm Performance. In: EMAC 2019, *Proceedings of the 48th European Conference of the European Marketing Academy*, May 28-31, 2019, Hamburg, ISBN: 978-3-9821146-0-6.

Homburg, C., Wielgos, D., Kühnl, C. (2019), Digital business capability and its effect on firm performance. In: Lam, S. (ed.), 2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace, February 22-24, 2019, Austin, TX (S. ICM-2). AMA Educators' Proceedings, American Marketing Association; Curran: Chicago, IL; Red Hook, NY.

Kühnl, C., Homburg, C., Jozic, D. (2017), Designing Touchpoints Across the Customer Journey. In: Leaving Footprints, *Proceedings of the 46th Conference of the European Marketing Academy*, May 23-26, 2017, Groningen.

Kuehnl, C. (2016), Understanding Customer Experience Management and Its Consequences for Customer Loyalty. In: Marketing at the Confluence between Entertainment and Analytics, *Academy of Marketing Science Conference Proceedings of the 19th World Marketing Congress*, July 19-23, 2016, Paris.

Kuehnl, C., Schwemmler, M., Homburg, C. (2016), Investigating the Effects of Brand-self and Design-self Congruence on Consumer Behavior. In: Marketing in the Age of Data, *Proceedings of the 45th Conference of the European Marketing Academy*, May 24-27, 2016, Oslo

Kuehnl, C., Homburg, C., Fürst, A., Staritz, M. (2015), A taxonomic perspective on the value creation chain. In: Collaboration in Research, *Proceedings of the 44th Conference of the European Marketing Academy*, May 26-29, 2015, Leuven.

Homburg, C., Jozic, D., Kühnl, C. (2015), A grounded theory of customer experience management. In: Hamilton, R. (ed.), Leveraging new technologies to create value:

AMA Summer Educators' Conference 2014; San Francisco, California, 1 - 3 August 2014 (S. 198-199). AMA Educators' Proceedings, Curran: Red Hook, NY.

Homburg, C., Imschloß, M., Kühnl, C. (2014), How Music Touches: Investigating the Influence of Sounds on Haptics. In: Hunter, G. (ed.), AMA Winter Marketing Educators' Conference 2014: Engaging customers; Orlando, Florida, USA, 21 - 23 February 2014 (S. C-80). AMA Educators' Proceedings, Curran: Red Hook, NY.

Kuehnl, C., Mantau, A. (2013), No more "Lost in Translation "by Applying Sound Symbolism in International Brand Names. In: Lost in Translation: Marketing in an Interconnected World, *Proceedings of the 42nd Conference of the European Marketing Academy*, June 4-7, 2013, Istanbul.

Homburg, C., Kühnl, C., Wieseke, J. (2012), Will it Ever Fly? The Neglected Role of the Firm-Internal Uncertainty-Adoption-Performance Chain. In: Bharadwaj, S.; Hulland, J. (ed.), *Marketing Theory and Applications: Proceedings of a meeting held 17-19 February 2012*, St. Petersburg, Florida, USA (S. 126). AMA Winter and Summer Educators' Conference Proceedings, Curran: Red Hook, NY.

Kuehnl, C., Goecke, C. (2012), Firm-internal Consequences of Customer Integration in New Product Development. In: *Marketing to Citizens: Going beyond Customers and Consumers, Proceedings of the 41th Conference of the European Marketing Academy*, May 23-26, 2012, Lisbon.

Imschloß, M., Homburg, C., Kühnl, C. (2012), Between too Much and too Little: Exploring the Interactive Effects of Arousal Congruity and Sensory Load in Multisensory Configurations of Store Environments. In: Rita, P. (ed.), *Marketing to citizens: going beyond customers and consumers; 41th EMAC Conference*, Lisbon, 22-25 May 2012; conference proceedings (S. 213-214), ISCTE Business School: Lisbon.

Homburg, C., Kühnl, C., Wieseke, J. (2011), Firm-Internal Drivers of New Product Performance: The Neglected Role of Internal Adoption and Perceived New Product Uncertainty. In: Srinivasan, R., McAlister, L. (ed.). *AMA Winter Educators' Conference 2011, Marketing Theory and Applications* (S. 130-131), Austin, Texas, USA, 18-20 February 2011.

Homburg, C., Kühnl, C. (2010), Apples and apples or apples and oranges? A comparative analysis of success drivers in new product and new service development. In: Iyer, E., Coulter, R. (ed.), *AMA Summer Educators Conference 2010: Enhancing knowledge development in marketing*, Boston, Massachusetts, USA, 13-16 August, 2010 (S. 186). AMA Educators' Proceedings, American Marketing Association; Curran: Red Hook, NY.

Homburg, C., Wieseke, J., Kühnl, C. (2009), If One Steps Out of the Phalanx: Analyzing Leaders' Influence on Sales Force Automation Adoption with a Four Source Dataset. In: Reynolds, K. (ed.), *Marketing Theory and Applications: Proceedings of a meeting held 20-23 February 2009*, Tampa, Florida, USA (S. 156-157). AMA Educators' Proceedings, Curran: Red Hook, NY.

Articles in Other Journals

Homburg, C., Wielgos, D., Kühnl, C. (2019), Digital Business Excellence: Wie die digitale Transformation gelingen kann, *Absatzwirtschaft*, 06-19, 64-69.

Research Papers

Homburg, Ch., Wielgos, D., Kühnl, C. (2018), Digital Excellence: Einflussgrößen, Erfolgsauswirkungen und Erfolgsfaktoren, IMU Research Insight #057, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Schwemmler, M., Kühnl, C. (2015), Produktdesign, Marken und das Selbst: Wie Kongruenz das Konsumentenverhalten beeinflusst, IMU Research Insight RI038, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Jozic, D., Kühnl, C. (2015), Customer Journey Experience: Ausgestaltung und Auswirkungen, IMU Research Insight RI037, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Schwemmler, M., Kühnl, C. (2014), Produktdesign: Dimensionen, Messung und Auswirkungen, IMU Research Insight RI024, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Imschloss, M., Kühnl, C. (2013), Multisensorisches Marketing: Beeinflussung der haptischen Weichheitswahrnehmung durch Musik, RI016, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Jozic, D., Kühnl, C. (2013), Customer Experience Management, IMU Research Insight RI019, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Kühnl, C., Mantau, A. (2013), Der Klang von Marken: Lautsymbolik in internationalen Markennamen, RI018, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Imschloss, M., Kühnl, C. (2012), Of Dollars and Senses? Does Multisensory Marketing Pay Off? RI009, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Homburg, Ch., Wieseke, J., Kühnl, C. (2009), If One Steps Out of the Phalanx: Analyzing Leaders' Influence on Sales Force Automation Adoption with a Quadratic Dataset, Working Paper W 125e, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Bauer, H. H., Albrecht, C.-M., Kühnl, C. (2006), Aspekte der Einführungsstrategie als Erfolgsfaktoren von Produktinnovationen. Eine qualitative Studie, Working Paper W 109, *Institut für Marktorientierte Unternehmensführung Mannheim*.

Miscellaneous

Forschungsgruppe Digitalisierung und Management (2018), Digitalisierung und Management: Einblicke in die Forschung an der Hochschule Reutlingen, *Decision Growth Magazin*, 2, 21-25.