

Prof. Dr. Sascha Raithel

Schriftenverzeichnis (Stand: Juni 2015)

### Articles in national and international journals with double-blind review system

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- Schreck, P.; Raithel, S. (2014): Revealing or Substituting for Corporate Social Performance? – Distinguishing Functions of CSR Disclosures, *Business & Society*, conditional accept.
- Schwaiger, M.; Raithel, S. (2014): Reputation und Unternehmenserfolg, *Management Review Quarterly (Journal für Betriebswirtschaft)*, 64(4): 225-259.

### Books

- Raithel, S. (2011): *Market-based Assets and Financial Performance*, Dissertation, München.
- Sarstedt, M.; Schütz, T.; Raithel, S. (2010): *IBM SPSS Syntax*, 2. Ed., München: Vahlen.

### **Articles in national and international books and journals without peer review system**

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Hilbert, A.; Raithel S. (2004a): *Entwicklung eines Erklärungsmodells der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 45/04, Technische Universität Dresden.

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