

SCHRIFTENVERZEICHNIS

Prof. Dr. Andreas Eggert

Beiträge in referierten Zeitschriften

[in Klammern Angabe der VHB JOURQUAL 3 Kategorie]

1. Böhm, E.; Eggert, A.; Terho, H.; Ulaga, W.; Haas, A. (2020). Drivers and Outcomes of Salespersons' Value Opportunity Recognition Competence in Solution Selling. In: Journal of Personal Selling & Sales Management, im Druck. [B]
2. Habel, J.; Jarotschkin, V., Schmitz, B.; Eggert, A.; Plötner, O. (2020): Industrial Buying During the Coronavirus Pandemic: A Cross-cultural Study. In: Industrial Marketing Management, 88. Jg., S. 195-205. [B]
3. Eggert, A.; Ulaga, W.; Gehring, A. (2020). Managing Customer Success in Business Markets: Conceptual Foundation and Practical Application. In: Journal of Service Management Research, 4. Jg., Nr. 2/3, S. 121-132.
4. Payne, A.; Frow, P.; Steinhoff, L.; Eggert, A. (2020): Toward a Comprehensive Framework of Value Proposition Development: From Strategy to Implementation. In: Industrial Marketing Management, 87. Jg., S. 244-255. [B]
5. Eggert, A.; Steinhoff, L.; Witte, C. (2019). Gift Purchases as Catalysts for Strengthening Customer–Brand Relationships. In: Journal of Marketing, 83 Jg., Nr. 5, S. 115-132. [A+]
6. Garnefeld, I., Eggert, A., Kopetzky, M., Böhm, E. (2019). Exploring the Link between Payment Schemes and Customer Fraud: A Mental Accounting Perspective. In: Journal of the Academy of Marketing Science, 47. Jg., Nr. 4, S. 595-616. [A]
7. Eggert, A.; Kleinaltenkamp, M.; Kashyap, V. (2019): Mapping Value in Business Markets: An Integrative Framework. In: Industrial Marketing Management, 79. Jg., S. 13-20. [B]
8. Steinhoff, L.; Witte, C.; Eggert, A. (2018). Mixed Effects of Company-Initiated Customer Engagement on Customer Loyalty: The Contingency Role of Service Category Involvement. In: Journal of Service Management Research, 2. Jg., Nr. 2, S. 22-35.
9. Eggert, A.; Ulaga, W.; Frow, P.; Payne, A. (2018). Conceptualizing and Communicating Value in Business Markets: From Value in Exchange to Value in Use. In: Industrial Marketing Management, 69 Jg., S. 80-90. [B]
10. Terho, H.; Eggert, A., Ulaga, W.; Haas, A.; Böhm, E. (2017). Selling Value in Business Markets: Individual and Organizational Factors for Turning the Idea into Action. In: Industrial Marketing Management, 66. Jg., S. 42-55. [B]
11. Payne, A.; Frow, P.; Eggert, A. (2017). The Customer Value Proposition: Evolution, Development, and Application in Marketing. In: Journal of the Academy of Marketing Science, 45. Jg., Nr. 4, S. 467-489. [A]
12. Eggert, A.; Böhm, E; Cramer, C. (2017). Business Service Outsourcing in Manufacturing Firms: An Event Study. In: Journal of Service Management, 28. Jg., Nr. 3, S. 476-498. [B]

13. Steiner, M.; Eggert, A.; Ulaga, W.; Backhaus, K. (2016). Do Customized Service Packages Impede Value Capture in Industrial Markets? In: *Journal of the Academy of Marketing Science*, 44. Jg., Nr. 2, S. 151-165. [A]
14. Böhm, E.; Eggert, A.; Thiesbrummel, C. (2016). Service Transition: A Viable Option for Manufacturing Companies with Deteriorating Financial Performance? In: *Industrial Marketing Management*, 60. Jg., Nr. 1, S. 101-111. [B]
15. Böhm, E.; Backhaus, C.; Eggert, A.; Cummins, T. (2016). Understanding Outcome-Based Contracts: Benefits and Risks from the Buyers' and Sellers' Perspective. In: *Journal of Strategic Contracting and Negotiation*, 2. Jg., Nr. 1-2, S. 128-149 (ausgezeichnet mit dem JSCAN 2016 Best Paper Award).
16. Steiner, M.; Wiegand, N.; Eggert, A., Backhaus, K. (2015). Platform Adoption in System Markets: The Roles of Preference Heterogeneity and Consumer Expectations. In: *International Journal of Research in Marketing*, 33. Jg., Nr. 2, S. 276-296. [A]
17. Wagner, S.M.; Eggert, A. (2015). Co-Management of Purchasing and Marketing: Why, When and How? In: *Industrial Marketing Management*, 52. Jg., Nr. 1, S. 27-36. [B]
18. Eggert, A.; Steinhoff, L.; Garnefeld, I. (2015). Managing the Bright and Dark Sides of Status Endowment in Hierarchical Loyalty Programs. In: *Journal of Service Research*, 18. Jg., Nr. 2, S. 210-228. [A]
19. Terho, H.; Eggert, A., Haas, A.; Ulaga, W. (2015). How Sales Strategy Translates into Performance: The Role of Salesperson Customer Orientation and Value-Based Selling. In: *Industrial Marketing Management*, 45. Jg., Nr. 2, S. 12-21. [B]
20. Eggert, A.; Thiesbrummel, C.; Deutscher, C. (2015). Heading for New Shores: Do Service and Hybrid Innovations Outperform Product Innovations in Industrial Companies? In: *Industrial Marketing Management*, 45. Jg., Nr. 2, S. 173-183. [B]
21. Eggert, A.; Hogreve, J.; Ulaga, W.; Münkhoff, E. (2014). Revenue and Profit Implications of Industrial Service Strategies. In: *Journal of Service Research*, 17. Jg., Nr. 1, S. 23-39. [A]
22. Garnefeld, I.; Eggert, A.; Helm, S.; Tax, S. (2013). Growing Existing Customers' Revenue Streams Through Customer Referral Programs. In: *Journal of Marketing*, 77. Jg., Nr. 4, S. 17-32. [A+]
23. Haas, A.; Eggert, A.; Terho, H.; Ulaga, W. (2013). Erfolgsfaktor Value-Based Selling: Verkaufen, wenn Kundenorientierung nicht zum Erfolg führt. In: *Marketing Review St. Gallen*, 30. Jg, Nr. 4, S. 64-73. [D]
24. Eggert, A.; Henseler, J.; Hollmann, S. (2012). Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. In: *Journal of Supply Chain Management*, 48. Jg., Nr. 2, S. 75-92 (Gewinner des Harold E. Fearon 2012 Best Paper Award). [B]
25. Terho, H.; Haas, A.; Eggert, A.; Ulaga, W. (2012). 'It's Almost Like Taking the Sales out of Selling'—Towards a Conceptualization of Value-Based Selling in Business Markets. In: *Industrial Marketing Management*, 41. Jg., Nr. 1, S. 174-185. [B]

26. Garnefeld, I.; Helm, S.; Eggert, A. (2011). Walk Your Talk: An Experimental Investigation of the Relationship between Word of Mouth and Communicators' Loyalty. In: *Journal of Service Research*, 14. Jg., Nr. 1, S. 93-107. [A]
27. Eggert, A.; Hogreve, J.; Ulaga, W.; Münkhoff, E. (2011). Industrial Services, Product Innovations, and Firm Profitability: A Multiple-Group Latent Growth Curve Analysis. In: *Industrial Marketing Management*, 40. Jg., Nr. 5, S. 661-670. [B]
28. Eggert, A.; Serdaroglu, M. (2011). Exploring the Impact of Sales Technology on Salesperson Performance: A Task-Based Approach. In: *Journal of Marketing Theory and Practice*, 18. Jg., Nr. 2, S. 169-185. [C]
29. Eggert, A.; Ulaga, W. (2010). Managing Customer Share in Key Supplier Relationships. In: *Industrial Marketing Management*, 39. Jg., Nr. 8, S. 1346–1355. [B]
30. Wagner, S.; Eggert, A.; Lindemann, E. (2010). Creating and Appropriating Value in Collaborative Relationships. In: *Journal of Business Research*, 63. Jg., Nr. 8, S. 840-848. [B]
31. Eggert, A.; Ulaga, W.; Hollmann, S. (2009). Benchmarking the Impact of Customer Share in Key-Supplier Relationships: A Resource-Dependence Perspective. In: *Journal of Business and Industrial Marketing*, 24. Jg., Nr. 3/4, S. 154-160 (ausgezeichnet mit dem Emerald Highly Commended Paper Award for Excellence 2010). [C]
32. Gouthier, M.; Eggert, A.; Nogly, F. (2008). Offshoring der Kundeninteraktion. Eine empirische Analyse am Beispiel von Call Centern. In: *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, 60. Jg., S. 48-70. [B]
33. Eggert, A.; Helm, S.; Garnefeld, I. (2007). Kundenbindung durch Weiterempfehlung? Eine experimentelle Untersuchung der Wirkung positiver Kundenempfehlungen auf die Bindung des Empfehlenden. In: *Marketing – Zeitschrift für Forschung und Praxis*, 29. Jg., Nr. 4, S. 235-247. [C]
34. Ulaga, W.; Eggert, A. (2006). Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status. In: *Journal of Marketing*, 70. Jg., Nr. 1, S. 119-136 (Platz drei der meistzitierten *Journal of Marketing* Aufsätze der Jahre 2006-2009). [A+]
35. Ulaga, W.; Eggert, A. (2006). Relationship Value and Relationship Quality: Broadening the Nomological Network of Business-to-Business Relationships. In: *European Journal of Marketing*, 40. Jg., Nr. 3/4, S. 311-327. [C]
36. Eggert, A.; Ulaga, W.; Schultz, F. (2006). Value Creation in the Relationship Lifecycle: A Quasi-Longitudinal Analysis. In: *Industrial Marketing Management*, 35. Jg., Nr. 1, S. 20-27. [B]
37. Ulaga, W.; Arrègle, J.-L.; Eggert, A. (2005). The Dynamic Nature of Value in Business Markets: New versus ongoing Supplier Relationships. In: *Finanza Marketing E Produzione*, 23. Jg., Nr. 3, S. 145-152.
38. Ulaga, W.; Eggert, A. (2005). Relationship Value in Business Markets - The Construct and its Dimensions. In: *Journal of Business-to-Business Marketing*, 12. Jg., Nr. 1, S. 73-99. [C]

39. Bliemel, F.; Eggert, A.; Fassott, G.; Ballantyne, D. (2004). The Evolution of Relationship Marketing and the International Colloquia: Guest Editors' Commentary. In: Journal of Relationship Marketing, 3. Jg., Nr. 4, S. 1-5. [C]
40. Georges, L.; Eggert, A. (2003). Key Account Managers' Role within the Value Creation Process of Collaborative Relationships. In: Journal of Business-to-Business Marketing, 10. Jg., Nr. 4, S. 1-22. [C]
41. Eggert, A.; Helm, S. (2003). Exploring the Impact of Relationship Transparency on Business Relationships: A Cross-Sectional Study Among Purchasing Managers in Germany. In: Industrial Marketing Management, 32. Jg., Nr. 2, S. 101-108. [B]
42. Eggert, A. (2002). Der Einfluss elektronischer Medien auf Geschäftsbeziehungen: Eine empirische Studie am Beispiel des Electronic Banking. In: Marketing - Zeitschrift für Forschung und Praxis, 24. Jg., Nr. 3, S. 195-205. [C]
43. Eggert, A.; Ulaga, W. (2002). Customer Perceived Value: A Substitute for Satisfaction in Business Markets? In: Journal of Business and Industrial Marketing, 17. Jg., Nr. 2/3., S. 107-118. [C]
44. Eggert, A. (2000). Konzeptualisierung und Operationalisierung der Kundenbindung aus Kundensicht. In: Marketing - Zeitschrift für Forschung und Praxis, 22. Jg., Nr. 2, S. 119-130. [C]
45. Bliemel, F.; Eggert, A. (1998). Kundenbindung - die neue Sollstrategie? In: Marketing - Zeitschrift für Forschung und Praxis. 20. Jg., Nr. 1, S. 37-46. [C]

Beiträge in redaktionellen Zeitschriften

- Eggert, A.; Helm, S. (2000). Determinanten der Weiterempfehlung: Kundenzufriedenheit oder Kundenbindung? In: der markt, 39. Jg., Nr. 153, S. 63-72.

Monographien und Herausgeberschaften

1. Eggert, A.; Frow, P.; Payne, A.; Steinhoff, L. (Hrsg.) (2020). Understanding and Managing Customer Value Propositions: Introduction to the Special Issue. In: Industrial Marketing Management, 87. Jg., S. 242-243.
2. Helm, S.; Günter, B.; Eggert, A. (Hrsg.) (2017). Kundenwert: Grundlagen – Innovative Konzepte – Praktische Umsetzungen. Wiesbaden: Springer Gabler.
3. Bliemel, F.; Eggert, A.; Fassott, G.; Henseler, J. (Hrsg.) (2005). Handbuch PLS-Pfadmodellierung: Methoden, Anwendung, Praxisbeispiele. Stuttgart: Schäffer-Poeschel.
4. Eggert, A. (2004). Wertorientiertes Beziehungsmarketing in Kunden-Lieferantenbeziehungen, Habilitationsschrift, Kaiserslautern.
5. Bliemel, F.; Eggert, A.; Fassott, G.; Ballantyne, D. (Hrsg.) (2004). Special Issue des Journal of Relationship Marketing mit Beiträgen von dem 10th International Colloquium in Relationship Marketing, 3. Jg., Nr. 4.

6. Bliemel, F.; Eggert, A.; Fassott, G. (Hrsg.) (2002). Proceedings of the 10th International Colloquium in Relationship Marketing. Kaiserslautern.
7. Eggert, A.; Fassott, G. (Hrsg.) (2001). eCRM – Electronic Customer Relationship Management: Management der Kundenbeziehungen im Internet-Zeitalter. Stuttgart: Schäffer-Poeschel (rezensiert in: Wirtschaftsinformatik, 44. Jg. (2002), Nr. 6, S. 600-607).
8. Eggert, A. (1999). Kundenbindung aus Kundensicht: Konzeptualisierung, Operationalisierung, Verhaltenswirksamkeit. Wiesbaden: Gabler (rezensiert in: Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, 52. Jg. (2000), Dezember, S. 780-781).

Beiträge in Sammelbänden

1. Eggert, A.; Haas, A.; Ulaga, W.; Terho, H. (2015). Wertbasiertes Verkaufen auf Industriegütermärkten. In: Backhaus, K.; Voeth, M. (Hrsg.): Handbuch Business-to-Business Marketing, Wiesbaden: Gabler, S. 483-493.
2. Ivens, B.; Eggert, A. (2011). Key Account Management. In: Homburg, C.; Wieseke, J. (Hrsg.): Handbuch Vertriebsmanagement, Wiesbaden: Gabler, S. 481-497.
3. Eggert, A.; Garnefeld, I. (2010). Kundenbindung auf Basis des Relationship Value. In: Bruhn, M.; Homburg, C. (Hrsg.): Handbuch Kundenbindungsmanagement, Wiesbaden: Gabler, S. 191-208.
4. Helm, S.; Eggert, A.; Garnefeld, I. (2009). Modelling the Impact of Corporate Reputation on Customer Satisfaction and Loyalty Using PLS. In: V. Esposito Vinzi, V.; Chin, W.; Henseler, J.; Wang, H. (Hrsg.): Handbook of Partial Least Squares - Concepts, Methods and Applications, Berlin: Springer, S. 515-534.
5. Ulaga, W.; Eggert, A. (2008). Linking Customer Value to Customer Share in Business Relationships. In: Woodside, A.; Golfetto, F.; Gibbert, M. (Hrsg.). Creating and Managing Superior Customer Value, Vol. 14 of the book series: Advances in Business Marketing and Purchasing, S. 221-247.
6. Bliemel, F.; Eggert, A.; Fassott, G.; Henseler, J. (2005). Die PLS-Pfadmodellierung: Mehr als eine Alternative zur Kovarianzstrukturanalyse. In: Bliemel, F.; Eggert, A.; Fassott, G.; Henseler, J. (Hrsg.). Handbuch PLS-Pfadmodellierung: Methoden, Anwendung, Praxisbeispiele. Stuttgart: Schäffer-Poeschel, S. 9-16.
7. Fassott, G.; Eggert, A. (2005). Zur Verwendung formativer und reflektiver Indikatoren in Strukturgleichungsmodellen: Bestandsaufnahme und Anwendungsempfehlungen. In: Bliemel, F.; Eggert, A.; Fassott, G.; Henseler, J. (Hrsg.). Handbuch PLS-Pfadmodellierung: Methoden, Anwendung, Praxisbeispiele. Stuttgart: Schäffer-Poeschel, S. 31-47.
8. Eggert, A.; Fassott, G.; Helm, S. (2005). Identifizierung und Quantifizierung mediierender und moderierender Effekte in komplexen Kausalstrukturen. In: Bliemel, F.; Eggert, A.; Fassott, G.; Henseler, J. (Hrsg.). Handbuch PLS-Pfadmodellierung: Methoden, Anwendung, Praxisbeispiele. Stuttgart: Schäffer-Poeschel, S. 101-116.

9. Fassott, G.; Eggert, A. (2002). Kundenbeziehungsmanagement für elektronische Dienstleistungen. In: Bruhn, M.; Stauss, B. (Hrsg.). Jahrbuch Dienstleistungsmanagement 2002: Electronic Services. Wiesbaden: Gabler, S. 491-512.
10. Bliemel, F.; Eggert, A. (2001). Kundenbindung mit Electronic Commerce. In: Schögel, M.; Tomczak, T.; Belz, C. (Hrsg.). Roadm@p to E-Business. St. Gallen: Thexis, S. 620-633.
11. Eggert, A. (2001). Die zwei Perspektiven des Kundenwerts: Darstellung und Versuch einer Integration. In: Günter, B; Helm, S. (Hrsg.). Kundenwert: Grundlagen, innovative Konzepte, praktische Umsetzungen. Wiesbaden: Gabler, S. 39-55.
12. Eggert, A. (2001). Konzeptionelle Grundlagen des elektronischen Kundenbeziehungsmanagements. In: Eggert, A.; Fassott, G. (Hrsg.). eCRM – Electronic Customer Relationship Management: Management der Kundenbeziehungen im Internet-Zeitalter. Stuttgart: Schäffer-Poeschel, S. 87-106.
13. Eggert, A.; Fassott, G. (2001). Elektronisches Kundenbeziehungsmanagement (eCRM). In: Eggert, A.; Fassott, G. (Hrsg.). eCRM – Electronic Customer Relationship Management: Management der Kundenbeziehungen im Internet-Zeitalter. Stuttgart: Schäffer-Poeschel, S. 1-11.
14. Bliemel, F.; Eggert, A.; Adolphs, K. (2000). Preispolitik mit Electronic Commerce. In: Bliemel, F.; Fassott, G.; Theobald, A. (Hrsg.). Electronic Commerce. 3. Aufl., Wiesbaden: Gabler, S. 205-217.
15. Bliemel, F.; Eggert, A. (2000). Stärkt Customer Care die Kundenbeziehung? Eine kausal-analytische Untersuchung aus Kundensicht. In: Bruhn, M.; Stauss, B. (Hrsg.). Jahrbuch für Dienstleistungsmanagement 2000 - Kundenbeziehungen im Dienstleistungsbereich. Wiesbaden: Gabler, S. 197-211.

Beiträge in referierten Tagungsbänden

1. Alberternst, B.; Witte, C.; Eggert, A. (2020). Increasing Customers' Willingness to Pay for Digital Products: The Contingent Role of Price Communication, Proceedings of the 49th European Marketing Academy (EMAC) Conference, Budapest. [D]
2. Eggert, A.; Böhm, E.; Akalan, R.; Gebauer, H. (2020). Manufacturers' Service Growth through Mergers and Acquisitions – An Event Study, 2020 AMA Winter Marketing Educators' Conference Proceedings, San Diego, CA. [D]
3. Husemann-Kopetzky, M.; Eggert, A.; Ulaga, W.; Steiner, M. (2020). The Influence of Attribution and Entitlement Effects on Industrial Customers' Willingness-to-Pay for Ancillary Services, 2020 AMA Winter Marketing Educators' Conference Proceedings, San Diego, CA. [D]
4. Böhm, E.; Eggert, A.; Terho, H.; Ulaga, W.; Haas, A. (2020). Crafting Solutions in Business Markets: The Role of Human Capital, Social Capital, and Work Environment Characteristics, 2020 AMA Winter Marketing Educators' Conference Proceedings, San Diego, CA. [D]
5. Jong, A.; Eggert, A.; Ulaga, W.; Ritter, T. (2019). Embracing the Complexity of Solutions in Business Markets: Where Do We Come From? Where Do We Go? In: 2019 AMA Winter Academic Conference Proceedings, Austin. [D]

6. Ruffer, S., Schäfers, T., Eggert, A., Holzmüller, H. (2019). Outcome-Based Contracting from the Customers' Perspective: A Means-End Chain Analytical Exploration. In: Industrial Marketing Management Summit, Copenhagen.
7. Eggert, A.; Steinhoff, L.; Witte, C. (2018). Are Gift Purchases an Effective Driver of Customer Loyalty? In: 2018 AMA Winter Academic Conference Proceedings, New Orleans. [D]
8. Henkelmann, S.; Böhm, E.; Witte, C.; Eggert, A. (2018). The Bright and Dark Side of Service Quality Signals: A Contingency Perspective. In: 2018 AMA Winter Academic Conference Proceedings, New Orleans. [D]
9. Eggert, A.; Steinhoff, L.; Witte, C. (2017). The Loyalty Effect of Gift Purchases. In: 2017 AMA Winter Marketing Educators' Conference Proceedings, Orlando. [D]
10. Cramer, C.; Böhm, E.; Eggert, A. (2017). Service Awards: Do They Help or Harm in Case of a Service Failure? In: 2017 AMA Winter Marketing Educators' Conference Proceedings, Orlando. [D]
11. Eggert, A.; Böhm, E.; Cramer, C. (2016). Business Service Outsourcing in Manufacturing Firms: An Event Study. In: ICRM 2016 Proceedings, Toulouse (nominiert für den Best Paper Award).
12. Cramer, C.; Böhm, E.; Eggert, A. (2016). The Service Award Paradox. In: Proceedings of the 45th European Marketing Academy (EMAC) Conference, Oslo.
13. Cramer, C.; Böhm, E.; Eggert, A. (2016). Understanding Service Awards: Exploit the Bright Side, Avoid the Dark Side. In: 2016 AMA Winter Marketing Educators' Conference Proceedings, Las Vegas (Best Paper Award im "Services Marketing and Retailing" Track) [D]
14. Böhm, E.; Backhaus, C.; Eggert, A.; Pitsis, T. (2016). Shedding Light on Outcome-Based Contracts: Benefits and Risks from the Buyers' and Sellers' Perspective. In: 2016 AMA Winter Marketing Educators' Conference Proceedings, Las Vegas. [D]
15. Eggert, A.; Steinhoff, L.; Witte, C. (2015). You Might Want to Engage Your Customers, But Choose Them Wisely: The Mixed Effects of Company-Initiated Customer Engagement on Customer Loyalty. In: 2015 AMA Summer Marketing Educators' Conference Proceedings, Chicago.
16. Cramer, C.; Böhm, E.; Eggert, A. (2015). Stock Market Reactions to Business Service Outsourcing in Manufacturing Firms, in: Proceedings of the 44th European Marketing Academy (EMAC) Conference, Leuven (nominiert für den "Best Paper Award based on a Doctoral Work").
17. Böhm, E.; Eggert, A., Terho, H., Ulaga, W., Haas, A. (2015). Recognizing value creation opportunities in business markets, in: 2015 AMA Winter Marketing Educators' Conference Proceedings, San Antonio, TX. [D]
18. Eggert, A.; Böhm, E.; Cramer, C. (2015). Stock market reactions to customer service outsourcing in manufacturing firms, in: 2015 AMA Winter Marketing Educators' Conference Proceedings, San Antonio, TX. [D]

19. Münkhoff, E.; Eggert, A.; Terho, H.; Haas, A.; Ulaga W. (2014). Salespersons' Solution Crafting Capability: A Knowledge-Based Perspective, ISBM 2014 Academic Conference, San Francisco, CA.
20. Eggert, A.; Haas, A.; Terho, H.; Ulaga W.; Münkhoff, E. (2014). Selling value in business markets: Why a powerful idea often fails, ISBM 2014 Academic Conference, San Francisco, CA.
21. Ritter, T.; Eggert, A.; Münkhoff, E.; Ulaga, W. (2014). The corporate marketing department - Between value and vanish, ISBM 2014 Academic Conference, San Francisco, CA.
22. Eggert, A.; Münkhoff, E.; Thiesbrummel, C. (2014). Service transition: A viable option for manufacturing companies with declining financial performance? Proceedings of the 43rd European Marketing Academy (EMAC) Conference, Valencia.
23. Terho, H.; Eggert, A.; Ulaga, W.; Haas, A. (2014). Overcoming Roadblocks to Value-Based Selling: Aligning Organizational Support With Sales Force Activities. 2014 AMA Winter Marketing Educators' Proceedings, Orlando. [D]
24. Eggert, A.; Thiesbrummel, C.; Deutscher, C. (2013). Can service innovations substitute or complement product innovations? The case of German industrial firms. Proceedings of the 20th International Product Development Management Conference, Paris.
25. Eggert, A.; Ulaga, W.; Steiner, M.; Backhaus, K. (2013): Increasing Customers' Willingness to Pay for Hybrid Offerings: The Impact of Price Presentation Formats. Proceedings of the 41st European Marketing Academy (EMAC) Conference, Istanbul. [D]
26. Posner, T.; Garnefeld, I.; Eggert, A. (2013): Creating Emotional Brand Attachment through the Salesperson's Brand-Consistent Behavior. Proceedings of the 41st European Marketing Academy (EMAC) Conference, Istanbul. [D]
27. Eggert, A.; Thiesbrummel, C.; Deutscher, C. (2013): Exploring differential effects of product and service innovations on industrial firms' financial performance. 2013 AMA Winter Marketing Educators' Proceedings, Las Vegas.
28. Eggert, A.; Garnefeld, I.; Steinhoff, L. (2012). The Bright and Dark Side of Endowed Status in Hierarchical Loyalty Programs. In: 2012 AMA Summer Marketing Educators' Proceedings, Chicago.
29. Eggert, A.; Steiner, M.; Ulaga, W.; Backhaus, K. (2012). Capturing the Value of Hybrid Offerings: The Impact of the Price Presentation Format. In: Proceedings of the 2012 ISBM Academic Workshop, Chicago.
30. Ritter, T.; Eggert, A. (2012). Dispersion of Market Activities: A Configurational Approach. In: Proceedings of the 2012 ISBM Academic Workshop, Chicago.
31. Eggert, A.; Münkhoff, E.; Thiesbrummel, C. (2012). Growing with Industrial Services - A Configurational Approach. In: 2012 AMA Winter Marketing Educators' Proceedings, St. Petersburg (ausgezeichnet mit dem Best Paper Award, Track: Designing Products, Services, and Solutions).

32. Eggert, A.; Garnefeld, I.; Steinhoff, L. (2012). Endowed Status in Hierarchical Loyalty Programs. In: 2012 AMA Winter Marketing Educators' Proceedings, St. Petersburg.
33. Garnefeld, I.; Helm, S.; Eggert, A.; Tax, S. (2012). Growing Existing Customers' Profitability with Customer Referral Programs. In: 2012 AMA Winter Marketing Educators' Proceedings, St. Petersburg.
34. Terho, H.; Haas, A.; Eggert, A.; Ulaga, W. (2011). 'It's Almost Like Taking the Sales out of Selling': Conceptualizing Value-Based Selling in Business Markets. In: 2011 AMA Summer Marketing Educators' Proceedings, San Francisco.
35. Eggert, A.; Muenkhoff, E.; Thiesbrummel, C. (2011). Service orientation of manufacturing companies: A necessary or sufficient condition for firm profitability? In: Proceedings of the 40th European Marketing Academy (EMAC) Conference, Ljubljana.
36. Doescher, K.; Hogreve, J.; Eggert, A. (2011). Embracing the complexity of recovery management in business-to-business relationships. In: Proceedings of the 40th European Marketing Academy (EMAC) Conference, Ljubljana.
37. Garnefeld, I.; Helm, S.; Eggert, A.; Tax, S. (2011). All or Nothing at All – Referral Reward Programs, Customer Retention and Reward Size. In: Proceedings of the 40th EMAC Conference, Ljubljana.
38. Eggert, A.; Hogreve, J.; Ulaga, W.; Muenkhoff, E. (2011). Assessing the long-term effect of industrial services on firm profitability: The moderating impact of product innovations. In: 2011 AMA Winter Marketing Educators' Proceedings, Austin (ausgezeichnet mit dem Overall Best Conference Paper Award).
39. Eggert, A.; Garnefeld, I.; Steinhoff, L. (2011). Identifying Valence as a Contingency Variable for the Primacy-Recency-Controversy. In: 2011 AMA Winter Marketing Educators' Proceedings, Austin.
40. Garnefeld, I.; Woisetschlager, D.; Eggert, A. (2010). Does Customer Acquisition Jeopardize Customer Retention? - An Experimental Investigation in an Electronic Retailing Setting. In: Proceedings of the 18th International Colloquium in Relationship Marketing, Reading.
41. Muenkhoff, E.; Garnefeld, I.; Hogreve, J.; Eggert, A. (2010). Referral Reward Programs: A Means for Service Recovery? In: Proceedings of the 18th International Colloquium in Relationship Marketing, Reading.
42. Garnefeld, I.; Helm, S.; Eggert, A.; Tax, S. (2010). Do Referral Reward Programs Enhance Customer Loyalty? – Results of a Propensity Score Matching Study. In: Proceedings of the 2010 AMA Summer Marketing Educators' Conference, Boston.
43. Eggert, A.; Hogreve, J.; Ulaga, W.; Muenkhoff, E. (2010). Disentangling the Revenue and Cost Implications of the Service Transition: A Latent Growth Analysis. In: Proceedings of the 2nd ISBM Workshop at Harvard Business School, Boston.
44. Frick, B.; Eggert, A.; Hogreve, J. (2010). Corporate Reputation and Customers' Value Perceptions: A Dynamic Analysis. In: Proceedings of the 39th EMAC Conference, Copenhagen.

45. Eggert, A.; Hogueve, J.; Ulaga, W.; Münkhoﬀ, E. (2010). Industrial Services, Product Innovations, and Firm Profitability – A Longitudinal Analysis. In: Proceedings of the Frontiers Pre-Conference on Service and Solution Innovation, Karlstad.
46. Garnefeld, I.; Münkhoﬀ, E.; Hogueve, J.; Eggert, A. (2010). Exploring the Effects of Referral Reward Programs on Satisfied and Dissatisfied Customers. In: Proceedings of the 2010 AMA Winter Marketing Educators' Conference, New Orleans.
47. Eggert, A., Henseler, J., Hollmann, S. (2009). Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. In: Proceedings of the 17th International Colloquium in Relationship Marketing, Maastricht (ausgezeichnet mit dem Best Conference Paper Award).
48. Eggert, A.; Ulaga, W.; Hollmann, S. (2009). Who Owns the Customer? Disentangling Customer Loyalty in Indirect Distribution Channels. In: Proceedings of the 2009 AMA Summer Marketing Educators' Conference, Chicago.
49. Woisetschläger, D., Garnefeld, I., Eggert, A. (2009). Can Successful Customer Acquisition Hurt the Existing Customer Base? In: Proceedings of the 2009 AMA Summer Marketing Educators' Conference, Chicago.
50. Garnefeld, I.; Münkhoﬀ, E.; Hogueve, J.; Eggert, A. (2009). Referral reward programs: New customer acquisition by opportunism? In: Proceedings of the 15th Academy of Marketing Science (AMS) World Marketing Congress, Oslo.
51. Eggert, A.; Ulaga, W. (2009). Musing on a Decade of Customer Value Research in Business Relationships: Where Do We Come From? Where Should We Go? In: Proceedings of the 4th International Conference on Business Market Management, Copenhagen (Einladung als Key Note Speaker).
52. Garnefeld, I.; Helm, S.; Tax, S.; Eggert, A. (2009). Customer Referral Programs and Customer Retention – Do Rewards Undermine the Retention Effect? In: Proceedings of the 2009 AMA Winter Educators' Proceedings, Tampa.
53. Eggert, A.; Henseler, J.; Hollmann, S. (2009). Who Owns the Customer? Exploring Customer Loyalty in a Channel Context. In: Proceedings of the 38th EMAC Conference, Nantes.
54. Wagner, S.; Eggert, A.; Lindemann, E. (2008). Creating and Claiming Value in Collaborative Relationships. In: Proceedings of the 37th EMAC Conference, Brighton.
55. Eggert, A.; Serdaroglu, M. (2008). Exploring the Impact of Sales Force Automation on Salesperson Performance: A Task-Based Approach. In: Proceedings of the 37th EMAC Conference, Brighton.
56. Ulaga, W.; Eggert, A.; Schultz, F. (2008). Are all supplier relationships created equal? A multigroup analysis of key supplier and back-up supplier relationships. In: Proceedings of the 37th EMAC Conference, Brighton.
57. Eggert, A.; Ulaga, W. (2008). Linking Customer Value to Customer Share in Business Relationships. In: Brown, J.; Dant, R. (Hrsg.). Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society, 2008 AMA Summer Educators' Proceedings, San Diego.

58. Wagner, S.; Eggert, A.; Lindemann, E. (2008). Creating and Claiming Value in Collaborative Relationships. In: Brown, J.; Dant, R. (Hrsg.). *Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society*, 2008 AMA Summer Educators' Proceedings, San Diego.
59. Eggert, A.; Serdaroglu, M. (2008). A Task-Based Approach to Explain the Impact of Sales Force Automation on Salesperson Performance. In: Brown, J.; Dant, R. (Hrsg.). *Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society*, 2008 AMA Summer Educators' Proceedings, San Diego.
60. Helm, S.; Eggert, A.; Garnefeld, I. (2007). Assessing the Impact of Positive Word-of-Mouth on its Sender: An Experimental Study in the Service Industry. 16th Annual Frontiers in Service Conference, San Francisco, CA, USA.
61. Eggert, A.; Ulaga, W.; Hollmann, S. (2007). Customer Share Marketing from the Customer's Perspective. In: Mohr, J.; Fisher, R. (Hrsg.). *Enhancing Knowledge Development in Marketing*, 2007 AMA Summer Educators' Proceedings, Washington, D.C.
62. Helm, S.; Eggert, A.; Garnefeld, I. (2007). Word-of-Mouth as a Source of Customer Loyalty – An Experimental Investigation in the Service Sector. In: Mohr, J.; Fisher, R. (Hrsg.). *Enhancing Knowledge Development in Marketing*, 2007 AMA Summer Educators' Proceedings, Washington, D.C.
63. Eggert, A.; Henseler, J.; Ringle, C. (2007). Recent Developments in Partial Least Squares Path Analysis (Special Session). In: DeMoranville, C. (Hrsg.). *Proceedings of the 13th Academy of Marketing Science (AMS) World Marketing Congress*, Verona.
64. Eggert, A.; Ulaga, W. (2007). Conceptualizing, Measuring and Managing Customer Share in Key Supplier Relationships. In: Sharma D.; Borna, S. (Hrsg.). *Proceedings of the Annual Conference of the Academy of Marketing Science*, Vol. 30, Coral Gables, Florida, S. 149.
65. Eggert, A.; Helm, S.; Garnefeld, I. (2007). Kundenempfehlungen als Quelle der Kundenbindung – eine theoretisch-experimentelle Untersuchung. 69. Wissenschaftliche Jahrestagung des Verbandes der Hochschullehrer für Betriebswirtschaft e.V., Paderborn.
66. Gouthier, M.; Eggert, A.; Nogly, F. (2007). Offshoring der Kundeninteraktion. Eine empirische Analyse am Beispiel von Call Centern. 69. Wissenschaftliche Jahrestagung des Verbandes der Hochschullehrer für Betriebswirtschaft e.V., Paderborn.
67. Eggert, A.; Helm, S.; Garnefeld, I. (2007). Caught by Your Own Recommendations – Positive Word-of-Mouth as Source of Customer Loyalty. In: Engilbertsson, H.O. (Hrsg.). *Flexible Marketing in an Unpredictable World*, Proceedings of the 36th EMAC Conference, Reykjavic, S. 135.
68. Ulaga, W.; Eggert, A.; Hollmann, S. (2007). Customer Share Marketing from the Customer's Perspective. In: Engilbertsson, H.O. (Hrsg.). *Flexible Marketing in an Unpredictable World*, Proceedings of the 36th EMAC Conference, Reykjavic, S. 78.

69. Eggert, A.; Ulaga, W. (2006). Customer Share in Business-to-Business Markets: Antecedent, Outcome, Contingency. In: Grewal, D.; Levy, M.; Krishnan, R. (Hrsg.). *Enhancing Knowledge Development in Marketing*, 2006 AMA Summer Educators' Proceedings, Chicago, S. 172-173.
70. Eggert, A.; Ivens, B.; Ulaga, W. (2006). Value Creation and Value Claiming in Business Relationships: The Role of Specific Investments. In: Institute of the Study of Business Markets (Hrsg.). *Thinking Big, Thinking Different: Contributions and Challenges in B-to-B Research*, August 3-4, Chicago.
71. Eggert, A.; Ulaga, W.; Schultz, F. (2006). Relationship Value as a Driver of Customer Share. In: Avlonitis, G.; Papavassiliou, N.; Papastathopoulou, P. (Hrsg.). *Sustainable Marketing Leadership*, Proceedings of the 35th EMAC Conference, Athens, S. 230.
72. Helm, S.; Eggert, A.; Garnefeld, I. (2005). Modelling the Impact of Corporate Reputation on Consumer Satisfaction and Loyalty Using PLS. In: Aluja, T.; Casanovas, J.; Vinzi, E.; Morineau, A.; Tenenhaus, M. (Hrsg.). *PLS and Related Methods*, Proceedings of the PLS'05 International Symposium, Barcelona, S. 299-306.
73. Ivens, B.; Eggert, A.; Ulaga, W. (2005). Value Creating and Value Claiming Norms: An Empirical Test of their Impact on Customer Commitment. In: Walter, B.; Houston, M. (Hrsg.). *Enhancing Knowledge Development in Marketing*, 2005 AMA Summer Educators' Proceedings, San Francisco, S. 261-262.
74. Ulaga, W.; Arrègle, J.L.; Eggert, A. (2005). An investigation of the dynamic nature of value creation in business relationships. In: Trailo, G. (Hrsg.). *Rejuvenating Marketing*, Proceedings of the 34th EMAC Conference, Milano, S. 212.
75. Ulaga, W.; Eggert, A. (2005). Value Based Differentiation in Business Relationships: Gaining and Maintaining Key Supplier Status. In: Seiders, K., Voss, G. (Hrsg.). *Marketing Theory and Applications*, 2005 AMA Winter Educators' Proceedings, Austin, S. 294-295.
76. Eggert, A.; Ulaga, W. (2004). Managing Value Chains under the Condition of High Dependence. In: Spekman, R.; Wilson, D. (Hrsg.). *New Priorities and Challenges for Business-to-Business Marketers*, Proceedings of the 1st ISBM Workshop at Harvard Business School, Boston, S. 7-8.
77. Ulaga, W.; Eggert, A. (2004). Relationship Value and Relationship Quality: Broadening the Nomological Network of Business-to-Business Relationships. In: Bernhardt, K., Boles, J.; Ellen, P. (Hrsg.). *Enhancing Knowledge Development in Marketing*, 2004 AMA Summer Educators' Proceedings, Boston, o.S..
78. Ulaga, W.; Eggert, A. (2004). Trust as a Perfect Mediator of the Value-Commitment Link in Business-to-Business Relationships. In: Munuera-Aleman, J. (Hrsg.). *Worldwide Marketing*, Proceedings of the 33rd EMAC Conference, Murcia, S. 221.
79. Eggert, A.; Ulaga, W. (2004). Integrating Value into the Nomological Network of Relationship Marketing. In: Cron, W.; Low, G. (Hrsg.). *Marketing Theory and Applications*, 2004 AMA Winter Educators' Proceedings, Scottsdale, Vol. 15, S. 139-140.
80. Eggert, A.; Ulaga, W. (2003). The Role of Value and Trust in Buyer-Supplier Relationships. In: Spotts, H.E. (Hrsg.): *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 26, Washington, D.C., S. 284.

81. Georges, L.; Eggert, A.; N'Goala, G. (2003). Testing the Impact of Key Account Managers' Communication on Customer-Perceived Value and Satisfaction. In: Saren, M.; Wilson, A. (Hrsg.): Proceedings of the 32nd EMAC Conference, Glasgow, S. 74.
82. Georges, L.; Eggert, A.; N'Goala, G. (2003). L'impact de la communication des managers de comptes clés sur la valeur perçue et la satisfaction des clients clés : une étude empirique auprès des acheteurs de produits industriels. In: Merunka, D. (Hrsg.): XIX^e Actes de Congrès International de l'Association Française de Marketing, Gammarth, S. 868-885.
83. Eggert, A.; Ulaga, W. (2002). Trust: A driver of relationship performance in business markets? In: Farhangmehr, M. (Hrsg.): Proceedings of the 31st EMAC Conference, Braga, S. 40.
84. Eggert, A.; Georges, L. (2002). Key account management and value creation: An empirical study. In: Farhangmehr, M. (Hrsg.): Proceedings of the 31st EMAC Conference, Braga, S. 79.
85. Ulaga, W.; Eggert, A. (2002). La création de valeur dans les relations entre fournisseurs et clients: proposition d'une échelle. In: Salerno, F. ; Ulaga, W. (Hrsg.): XVIII^e Actes de Congrès International de l'Association Française de Marketing, Vol. 1, Lille, S. 261-279.
86. Georges, L.; Eggert, A. (2002). Elaboration et test d'un modèle explicatif de l'impact du manager de comptes clés sur la création de valeur perçue par les clients clés. In: Salerno, F. ; Ulaga, W. (Hrsg.): XVIII^e Actes de Congrès International de l'Association Française de Marketing, Vol. 2, Lille, S. 63-86.
87. Ulaga, W.; Eggert, A. (2002). Exploring the Key Dimensions of Relationship Value and their Impact on Buyer-Supplier Relationships. In: Evans, K.; Scheer, L. (Hrsg.). Marketing Theory and Applications, 2002 AMA Winter Educators' Proceedings, Austin, Vol. 13, S. 411-412.
88. Ulaga, W.; Eggert, A. (2001). Developing a Standard Scale of Relationship Value in Business Markets. In: Håkansson, H.; Solberg, C.A.; Huemer, L.; Steigum, L. (Hrsg.): Interactions, Relationships and Networks: Strategic Dimensions, 17th Annual IMP Conference Proceedings, Oslo, S. 1-18.
89. Eggert, A.; Helm, S. (2000). Relationship Transparency in Business Markets: A Conceptualisation and Empirical Investigation. In: Ford, D.; Turnbull, P., Ritter, T. (Hrsg.). 16th Annual IMP Conference Proceedings, Bath, S. 1-13.
90. Eggert, A.; Ulaga, W. (2000). Customer Perceived Value: A Substitute for Satisfaction in Business Markets? In: Grundlach, G.; Murphy, P. (Hrsg.). Enhancing Knowledge Development in Marketing, 2000 AMA Educators' Proceedings, Chicago, Vol. 11, S. 338-339.
91. Eggert, A.; Ulaga, W.; Drapier, L. (2000). Customer Perceived Value in Business Relationships: A Cross-Sectional Survey Among Purchasing Managers in Germany. In: Spotts, H.; Meadow, L. (Hrsg.). Developments in Marketing Science, Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 23, Montreal, S. 395.
92. Eggert, A.; Ulaga, W. (2000). Developing and Testing a Value-Theory of Relationship Marketing. In: Johnson, W.; Rich, M. (Hrsg.). Business Marketing in the Decade Ahead: The Key Challenges We Face. Proceedings of the Sixth Annual CBIM/ISBM Academic Workshop, Atlanta, S. 1-9.

93. Eggert, A.; Stief, J. (1999). What Constitutes a Relationship? Towards a Conceptualisation of Relationship Marketing's Central Construct. In: McLoughlin, D.; Horan, C. (Hrsg.). Proceedings of the 15th Annual IMP Conference, University College, Dublin, S. 1-15.
94. Bliemel, F.; Eggert, A. (1998). Why Do They Keep Coming Back? Customer Retention and Barriers to Change from the Customers' Perspective. In: Halinen-Kaila, A.; Nummela, N. (Hrsg.). 14th IMP Annual Conference Proceedings, Work in Progress Papers, Vol. 2, Turku, S. 53-68.
95. Bliemel, F.; Eggert, A. (1997). Structural Bonding in Customer-Supplier Relationship: The Case of Prosumer versus Consumer. In: Mazet, F. et al. (Hrsg.). 13th IMP Conference Proceedings, Work in Progress Papers, Vol. 2, Lyon, S. 49-68.

Beiträge in redaktionellen Tagungsbänden

1. Eggert, A. (2002). eCRM - Ein Konzept zur Revolutionierung der Kundenbeziehungen? In: Bullinger, H.-J. (Hrsg.). Electronic Customer Relationship Management: Lösungen – Strategien – Perspektiven. Stuttgart: Fraunhofer IRB Verlag, S. 105-113.
2. Bliemel, F.; Eggert, A. (2000). Exploring the Limits of Relationship Marketing: An Empirical Investigation Into the Concept and Antecedents of Customer Opportunity Mindedness (COM). In: Gummesson, E. (Hrsg.). Proceedings of the 8th International Colloquium in Relationship Marketing, Stockholm, o.S..
3. Bliemel, F., Eggert, A. (1999). Modelling and Testing the Impact of Customer Care on Relational Strength. In: Aurier, P.; Hildebrandt, L. (Hrsg.). Proceedings of the Second French-German Workshop on Quantitative Methods in Marketing, Montpellier, S. 71-75.