

PUBLIKATIONSLISTE PROF. DR. CHRISTINA CRAMER

Stand: Januar 2019

Monografie

Cramer, C.: Outsourcing industrieller Dienstleistungen - Eine Event Studie im Industriegüterbereich. In: Springer (2018).

Artikel in referierten Fachzeitschriften

Eggert, A., Böhm, E., Cramer, C.: Business Service Outsourcing in Manufacturing Firms: An Event Study. In: Journal of Service Management, 28. Jg., Nr. 3, (2017). p. 476-498 (VHB-Ranking: B).

Artikel in referierten Konferenzbänden

Henkelmann, S., Böhm, E., Cramer, C., Eggert, A.: The Bright and Dark Side of Service Quality Signals: A Contingency Perspective. In: 2018 AMA Winter Marketing Educators' Conference Proceedings, Atlanta/GA [D] (2018).

Cramer, C., Böhm, E., Eggert, A.: Service Awards: Do They Help or Harm in Case of Service Failure. In: 2017 AMA Winter Marketing Educators' Conference Proceedings, Orlando, FL [D] (2017).

Eggert, A., Böhm, E., Cramer, C.: Business Service Outsourcing in Manufacturing Firms: An Event Study. In: ICRM 2016 Proceedings, Toulouse (nominiert für den "Best Paper Award of the 24th International Colloquium on Relationship Marketing") (2017).

Cramer, C., Böhm, E., Eggert, A.: The Service Award Paradox. In: Proceedings of the 45th European Marketing Academy (EMAC) Conference, Oslo [D] (2016).

Cramer, C., Böhm, E., Eggert, A.: Understanding Service Awards: Exploit the Bright Side, Avoid the Dark Side. In: 2016 AMA Winter Marketing Educators' Conference Proceedings, Las Vegas, NV [D] (ausgezeichnet mit dem "Best Paper Award" des Tracks Services Marketing and Retailing) (2016).

Cramer, C., Böhm, E., Eggert, A.: Stock Market Reactions to Business Service Outsourcing in Manufacturing Firms. In: Proceedings of the 44th European Marketing Academy (EMAC) Conference, Leuven [D] (nominiert für den "Best Paper Award based on a Doctoral Work") (2015).

Eggert, A., Böhm, E., Cramer, C.: Stock Market Reactions to Customer Service Outsourcing in Manufacturing Firms. In: 2015 AMA Winter Marketing Educators' Conference Proceedings, San Antonio, TX [D] (2015).