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Publikationen

Corporate and brand social responsibility under one roof? Navigating autonomy, alignment, and stakeholder orientation in house of brands firms

Homm, Conrad; Schmitz, Anna-Karina; Liebens, Peter | Proceedings of the AMA Winter Academic Conference. Bd. 37. 2026 S. 1125 - 1128

How companies leverage consumer responsibilities for sustainability: empirical insights into the consumer–company interplay

Göring-Lensing-Hebben, Katharina; Schmitz, Anna-Karina; Fassnacht, Martin et al. | Journal of Business Research. Bd. 206. Elsevier BV 2026 S. 115918

Line Extensions and consumer choice behavior: The impact of sustainability and price

Hagen, Annika; Schlereth, Christian; Schmitz, Anna-Karina | Proceedings of the AMA Winter Academic Conference. Bd. 37. 2026 S. 485 - 488

>> Sämtliche Publikationen finden Sie unter: www.rlp-forschung.de/public/people/Anna-Karina_Schmitz/publications