

Prof. Dr. Anna-Karina Schmitz - Publikationen

Homm, Conrad; Schmitz, Anna-Karina; Liebens, Peter

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

Proceedings of the AMA Winter Academic Conference. Bd. 37. 2026 S. 1125 - 1128

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

Proceedings of the AMA Winter Academic Conference. Bd. 37. 2026 S. 485 - 488

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Göring-Lensing-Hebben, Katharina; Schmitz, Anna-Karina; Fassnacht, Martin

Outlining a Path Towards Sustainable Consumption Decision-Making: A Systematic Literature Review and Research Agenda on the Ethical Gap

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Biallowons, Sophie; Schmitz, Anna-Karina; Fassnacht, Martin

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Perceived fit in the context of line extensions: exploring the construct's dimensions and relevance for FMCG brands

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Responsibility beyond the point of sale: Leveraging product stewardship to mitigate Scope 3 emissions

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Saying It Without Saying It: The Advantages and Effectiveness of Implicit Sustainability Messages

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The Role of First-Mover Advantages in Sustainability: Conceptualizing the Sustainability Transformations of Green and Conventional Brands

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