

Prof. Dr. Dirk Weitzel - Publikationen

Struk, Stephan; Mehler-Bicher, Anett; Weitzel, Dirk et al.

Pattern-Based Approaches for Mixed Reality in Business Contexts: A Structured Literature Review.

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Psychological Effects of Mixed Reality in Business Contexts

AKWI. Wildau. 2023

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Mixed Reality Applications in Business Contexts

Rosen, Joseph (Hrsg). Holography: Recent Advances and Applications. London: IntechOpen 2022 S. 1 - 12

Weitzel, Dirk; Ernst, Claus-Peter; Rothlauf, Franz

On the Disadvantages of Rented Software with Regard to Psychological Ownership in the Context of Private Customers

AMCIS 15, 2020 Proceedings. Cancún. 2020 S. 15 - 25

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The Influence of Psychological Ownership on Software as a Service in the Context of Commercial Customers

AMCIS 2020,15 Proceedings. Cancún. 2020 S. 14 - 24

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On the Disadvantages of Media as a Service with Regard to Psychological Ownership

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The Influence of Psychological Ownership and Perceived Product Performance Risk on Customer Behavior in the Context of Digital Services

Mainz: Univ. 2019 0 S.

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The Role of Sensory Attribute Categories in Online Fresh Food Purchase Behavior

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