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Publikationen

Strategic brand innovation – an explorative study of up- and downstream brand innovation practices in SME wineries

Dressler, Marc; Paunovic, Ivan | International Journal of Wine Business Research. Bd. 35. H. 1. Emerald 2022 S. 66 - 88

A Typology of Winery SME Brand Strategies with Implications for Sustainability Communication and Co-Creation

Dressler, Marc; Paunovic, Ivan | Sustainability. Bd. 13. H. 2. MDPI AG 2021 805

Business Model Innovation: Strategic Expansion of German Small and Medium Wineries into Hospitality and Tourism

Dressler, Marc; Paunović, Ivan | Administrative Sciences. Bd. 11. H. 4. MDPI AG 2021 146

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