

Publikationen

Name / Titel	Prof. Dr. Marc Kuhn
<p>Kuhn, Marc / Reit, Vanessa / Schwing, M., & Selinka, Sarah (2024). "Let the Driver off the Hook?" moral decisions of autonomous cars and their impact on consumer well-being. <i>Transportation Research Part A: Policy and Practice</i>, 189, 104224.</p>	
<p>Österle, Benjamin / Herrando, Carolina, Köpsel /Anne, & Kuhn, Marc (2024). "Business-to-Business-to-Brain?" Reviewing Neuroscience Research in B2B-Marketing Using TCCM Analysis. <i>Journal of Business-to-Business Marketing</i>, 31(4), 421–445. https://doi.org/10.1080/1051712X.2024.2380671</p>	
<p>Berger, Selina / Meyer-Waarden, Lars / Kuhn, Marc, & Hanisch, Andrea (2024). Navigating Uncharted Waters: Insights into Transformative Marketing in the B2B Mobility Ecosystem. <i>Journal of Business-to-Business Marketing</i>, 1–25. https://doi.org/10.1080/1051712X.2024.2380682</p>	
<p>Buchholz, Nina / Kuhn, Marc (2024). Laying The Path: Modelling A B2B Customer Journey On Commodity Markets. Conference Paper. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Weber, Anna / Mauch, Ramona & Kuhn, Marc (2024). It's the journey and not the destination: How non-driving activity options in a fully autonomous car impact on technology acceptance. Conference Paper. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Schwing, Maximilian / Selinka, Sarah / Reit, Vanessa / Kuhn, Marc & Yuras, Gabriel (2024). Antecedents in the Pre- and Postadoption Process of Autonomous Shuttle Mobility – A Longitudinal Study based on User Experience. Conference Paper. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Berger, Selina / Meyer-Waarden, Lars & Kuhn, Marc (2024). Revolutionizing B2B Mobility: Unveiling the Power of Transformative Marketing in Disruptive Business Landscapes. Conference Paper. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Österle, Benjamin / Herrando, Carolina / Köpsel, Anne / Reit, Vanessa / Yuras, Gabriel & Kuhn, Marc (2024). A neuroscience experiment pretest on B2B negotiation styles in distributive negotiations and their effect on socioemotional outcomes and price: An Abstract. Conference Paper. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Thirukketheeswaran, Sinu / Kuhn, Marc & Meyer-Waarden, Lars (2024). Unlocking the Future: Exploring Consumer Behavior in AI-Powered Smart Cities via Simulation Scenarios – the example of Smart Homes. AMS Annual Conference, Coral Gables 2024.</p>	
<p>Thirukketheeswaran, Sinu et al. & Kuhn, Marc (2023). CITAI: Building Bridges or Breaking Barriers? Unveiling the Secrets of Citizen Trust in AI Innovations. Conference Paper. ATC 2023, Heilbronn 2023.</p>	

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Berger, Selina / Kuhn, Marc & Meyer-Waarden, Lars (2023). A Brand-New Look at the Business Ecosystem – Conceptualizing the B2B Clip-Out Perspective. Conference Paper. EMAC 2023, Bukarest 2023.

Kuhn, Marc / Reit, Vanessa / Köpsel, Anne; Pashchenko, Julia / Selinka, Sarah / Schwing, Maximilian (2023): “Let the Driver off the Hook?” Moral Decisions of Autonomous Cars and their Impact on Consumers Well-Being. Conference Paper. AMS Annual Conference, New Orleans 2023.

Klein-Wiele, Judit / Kuhn, Marc / Mandel, Harald (2023). Mit interdisziplinären Studierendenteams Fragestellungen zur nachhaltigen Mobilität bearbeiten – Praxisbericht zur interdisziplinären Lehre. In: Interdisziplinarität in der Hochschullehre. Hrsg. Von Braßler, Miriam; Brandstädter, Simone; Lerch, Sebastian, S.117-134.

Strobel, Selina / Kuhn, Marc (2023): Business Ecosystems as Vertical Networks? Outlining a Criteria-Based, Multidimensional Ecosystem Landscape. Conference Paper. AMS Annual Conference, New Orleans 2023.

Schwing, Maximilian / Marc Kuhn, Marc / Meyer-Waarden; Lars (2023): Understanding the Dynamic Adoption and Outcomes of Shared Micromobility: A Longitudinal Study Based on User Experience. Conference Paper. AMS Annual Conference, New Orleans 2023.

Pavone, Giulia./ Cloarec, Julien / Kuhn, Marc / Meyer-Waarden, Lars / Munzel, Andreas (2022): Take your hands off the steering wheel! How well-being, trusting beliefs, privacy concerns affects intention to use semi- and fully autonomous cars 38^{ème} Congrès International de l’Association Française du Marketing (AFM), Tunis 18-20 May 2022.

Herrando, Carolina / Köpsel, Anne / Kuhn, Marc; / Österle, Benjamin;, (2022): “Business-to-Business-to-Brain?” A Structured Literature Review on Neuroscience in B2B-Marketing Using TCCM Analysis. Conference Paper. AMS Annual Conference, Monterey Bay 2022.

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Grimme, Meike / Yuras, Gabriel / Kuhn, Marc (2022): “Come to Us, We Have Scooters”–Electric Scooter Sharing and Closed-Campus Micromobility: An Empirical Study on Usage Patterns in Different Pandemic Scenarios. Conference Paper. AMS Annual Conference, Monterey Bay 2022.

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Heinold, Alina, Kuhn, Marc Grimme, Meike (2022): Point-and-Click"–B2B-Customer Loyalty in the Internet: An Empirical Study on Potential Antecedents Exemplified at German Company "WERU". Conference Paper. AMS Annual Conference, New York 2022.

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Kuhn, Marc / Marquardt, Viola /;Selinka, Sarah (2021): "Is Sharing Really Caring?": The Role of Environmental Concern and Trust Reflecting Usage Intention of "Station-Based" and "Free-Floating"—Carsharing Business Models. Sustainability 2021, 13, 7414. <https://doi.org/10.3390/su13137414>

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Kuhn, Marc / Marquardt, Viola / Österle, Benjamin (2020). All That Glitters Is Not Gold” – Performance of EV-Charging Infrastructure from A European User Perspective. Conference Paper. AMA Winter Conference San Diego 2020.

Grühn, Daniel / Kuhn, Marc / Schwing, Maximilian (2020) Urban Mobility Lab – das innovative Lehr- und Lernlabor der DHBW, in: Lehre, Forschung, Transfer & Management - Beiträge aus der Fakultät Wirtschaft der DHBW Stuttgart hrsg. Durch Weber, Joachim / Fünfgeld, Stefan / Schiller, Benjamin.

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Kuhn, Marc / Marquardt, Viola (2019). “What are you looking at?” – Implicit Behavioral Measurement Indicating Technology Acceptance in the Field of

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