

## DR. QEIS KAMRAN

### Publikationen

#### Artikel

BECKER, M., KAMRAN, Q. (2024). The structure and evolution of the marketing field. A content analysis of five decades of research within the Academy of Marketing Science Journals. *Research Journal for Applied Management*, 5 (1), 89-132.

KAMRAN, Q. (2023). Exploring the Darkverse. A Multi-Perspective Analysis of the Negative Societal Impacts of the Metaverse. *Information Systems Frontiers, Inf Syst Front* (2023), 1-44. doi:10.1007/s10796-023-10400-x.

KAMRAN, Q., TIAN, Y. (2023). Mapping the intellectual linkage of sustainability in marketing. *Business and Society Review*, 128 (2), 251-274. doi:10.1111/basr.12313.

TIAN, Y., KAMRAN, Q. (2023). Creating value for sustainability by transforming the food well-being paradigm. Alternative new food product development. *Journal of Creating Value*, ahead-of-print. doi:10.1177/23949643231184167.

TIAN, Y., KAMRAN, Q. (2022). The influence of sustainable design on food well-being. *British Food Journal*, ahead-of-print. doi:10.1108/BFJ-01-2022-0052.

KAMRAN, Q., TIAN, Y. (2021). A Review of Antecedents and Effects of Loyalty on Food Retailers toward Sustainability. *Sustainability*, 13 (23), 1-18. doi:https://doi.org/10.3390/su132313419.

KAMRAN, Q., TOPP, S., HENSELER, J., GUPTA, M. (2021). Towards the Co-evolution of Food Experience Search Spaces Based on the Design Weltanschauung Model in Food Marketing. *Cogent Business & Management*, 8 (1), 1901643. doi:10.1080/23311975.2021.1901643.

KAMRAN, Q. (2019). Structure does not follow strategy - structure is strategy. How Operational Excellence through a viable organizational structure delivers the fourth generic strategy. *International Journal of Logistics Research and Applications*, xx.

#### Monografien

KAMRAN, Q. (2020). *Strategic Value Chain Management. Models for Competitive Advantage* (1 ed.). London: Kogan Page.

KAMRAN, Q. (2019). *Developing a Holistic Model for Competitive Strategic Management. Summary of Doctoral Thesis* (1 ed.). Riga: University of Latvia.

#### Buchbeiträge & Kapitel

KAMRAN, Q., BECKER, M. (2023). Towards a theory of luxury branding. A phenomenological approach of brand culture semantics in cyber-physical realities. In Umashankar, N.; Lisjak, M. (Eds.), *AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 98-114). American Marketing Association.

KAMRAN, Q., BECKER, M., HANSON, N. (2023). Analyzing the essence of strategy. Towards aligning cyberphysical dimensions in marketing. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 943-954). American Marketing Association.

KAMRAN, Q., BECKER, M., RESCH, F. (2023). Towards the design of a decision support system for marketing. A contemporary approach combining insights from theory and practice. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 1090-1101). American Marketing Association.

KAMRAN, Q., HOSPODARSCH, N., BECKER, M. (2023). Design for a serial entrepreneurship in cyber-physical realities. Deciphering visionary management models for marketing. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 894-908). American Marketing Association.

KAMRAN, Q. (2020). The Evolving New Topology of Marketing from a Design Weltanschauung. In EIASM (Ed.), *Proceedings 2020 Virtual IPDMC Conference* (pp. xx-xx). Brüssel: EIASM.

KAMRAN, Q., VAN DIJK, J., TOPP, S., HENSELER, J. (2020). The Evolving New Topology of Marketing from a Design Weltanschauung. In Blanchard, S.; Epp, A.; Mallapragada, G. (Eds.), *2020 AMA Summer Academic Conference Proceedings* (pp. 997-1012). American Marketing Association.

KAMRAN, Q., ECKHORST, R. (2019). Designing freedom for High Tech Small Firms and family-run SME's. The embodiment of designing cybernetic organizational structures to dissolving disruption in fast-paced high-tech industries., *Proceedings 2019 High Tech Small Firms* (pp. xx-xx). Enschede: University of Twente.

KAMRAN, Q., SCHEU, J. (2018). The Service-Dominant Perspective to Create Value in the Maritime Business (1 ed.). In Neise (Ed.), *2018 - Container Logistics* (pp. 346-373). London: Kogan.

### Vorträge

BECKER, M., KAMRAN, Q. (2023). Design for a serial entrepreneurship in cyber-physical realities. Deciphering visionary management models for marketing., *2023 AMA Winter Academic Conference*.

BECKER, M., KAMRAN, Q., RESHANI, A. (2021). The Design of an Artificial General Marketing Intelligence (AGMI), *AMA Winter Academic Conference*.

BECKER, M., KAMRAN, Q., RESHANI, A. (2021). Towards designing a Raison D'etre of Marketing in the Age of AI. 3/4 the Human Side of Marketing in the Age of Digital Transformation, TrackMarketing Strategy., *AMA Winter Academic Conference*.

KAMRAN, Q., ECKHORST, R. (2019). Designing freedom for High Tech Small Firms and family-run SME's. The embodiment of designing cybernetic organizational structures to dissolving disruption in fast-paced high-tech industries., *The 2019 High Tech Small Firms Conference*.

KAMRAN, Q., NEISE, R. (2018). Structure does not follow strategy - structure is the strategy. How operational excellence through a viable organizational structure delivers the fourth generic strategy., *Annual LRN Conference 2018*.

### Sonstige

KAMRAN, Q. (2018). The History of Design Thinking. From pragmatism to phenomenology.