

PROF. DR. DR. QEIS KAMRAN

Publikationen

Artikel

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. (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., RESHANI, A. (2021). The Design of an Artificial General Marketing Intelligence (AGMI)., *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.