

PROF. DR. SAMUEL KRISTAL

Publikationen

Artikel

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2020). Performative corporate identity in industrial markets: The case of German prosthetics manufacturer Ottobock. *Journal of Business Research*, 114, 240-253. doi:10.1016/j.jbusres.2020.04.026.

VAN RIJN, M., KRISTAL, S., HENSELER, J. (2019). Why do all good things come to an end? An inquiry into the discontinuation of sport sponsor-sponsee relationships. *International Journal of Sports Marketing and Sponsorship*, 20 (2), 224-241. doi:10.1108/IJSMS-01-2018-0010.

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2018). "Brand play" versus "Brand attack": the subversion of brand meaning in non-collaborative co-creation by professional artists and consumer activists. *Journal of Product and Brand Management*, 27 (3), 334-347. doi:10.1108/JPBM-01-2017-1405.

KRISTAL, S., BAUMGARTH, C., BEHNKE, C., HENSELER, J. (2016). Is co-creation really a booster for brand equity? The role of co-creation in observer-based brand equity. *Journal of Product and Brand Management*, 25 (3), 247-261. doi:10.1108/JPBM-05-2015-0893.

BAUMGARTH, C., KRISTAL, S. (2015). „Die Mitmachmarke “– Forschungsstand und-agenda Brand Co-Creation (BCC). *Transfer. Werbeforschung und Praxis*, 61 (4), 14-20.

Monografien

KRISTAL, S. (2019). *Theory and practice of brand co-creation* (1 ed.). Enschede: University of Twente.

Buchbeiträge & Kapitel

BAUMGARTH, C., KRISTAL, S. (2019). The three theoretical pillars of brand co-creation (1 ed.). In Ind, N; Schmidt, H (Eds.), *Co-creating Brands Brand Management from A Co-creative Perspective* (pp. 38-42). London: Bloomsbury.

BAUMGARTH, C., KRISTAL, S., FRANZEL, C. (2019). Ottobock - Transformation from a high-tech product to a co-created technology brand (1 ed.). In Ind, N; Schmidt, H (Eds.), *Co-creating Brands Brand Management from A Co-creative Perspective* (pp. 234- 248). London: Bloomsbury.

BAUMGARTH, C., KRISTAL, S. (2018). Brand Co-Creation im B-to-B-Bereich (2 ed.). In Baumgarth, C. (Eds.), *B-to-B-Markenführung* (pp. 207-220). Wiesbaden: Springer.

Vorträge

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2019). Co-creation of corporate brand identity in B2B: The transformation of the technology brand Ottobock., *Conference Proceedings of the 14th Global Brand Conference of Academy of Marketing*.

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2018). The influence of stakeholder co-creation on brand identity in industrial settings - Towards a management-oriented perspective., *Conference Proceedings of the 13th Global Brand Conference of Academy of Marketing*.

BAUMGARTH, C., NEUGEBAUER, F., KRISTAL, S. (2017). Brand play and brand attack by artists - Effects of

non-collaborative co-creation on the observer's brand equity., *14th International Conference on Arts and cultural management*.

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2017). Brand meaning and equity in b-to-b markets: A brand co-creation view., *BMM-EMAC: 8th Biennial International Conference on Business Market Management in Association with EMAC*,.

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2017). Let's defend our brand! A typology of response strategies to restore brand equity in non-collaborative brand co-creation., *Conference Proceedings of the 12th Global Brand Conference of Academy of Marketing*.

KRISTAL, S., BAUMGARTH, C., HENSELER, J. (2016). When co-creation goes wrong. Brand dilution through non-collaborative co-creation., *Conference Proceedings of the 11th Global Brand Conference of Academy of Marketing*.

KRISTAL, S., BAUMGARTH, C., BEHNKE, C., HENSELER, J. (2015). Do you like what I designed for you?. The role of co-creation on the Observer-Based Brand Equity (OBBE)., *Conference Proceedings of the 10th Global Brand Conference of Academy of Marketing*,.