

## PROF. DR. MARTIN OHLWEIN

### Publikationen

#### Artikel

WANNOW, S., HAUPT, M., OHLWEIN, M. (2023). Is brand activism an emotional affair? The role of moral emotions in consumer responses to brand activism. *Journal of Brand Management*, online. doi:10.1057/s41262-023-00326-9.

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## Buchbeiträge & Kapitel

- OHLWEIN, M., BRUNO, P., HÄUSER, J. (2023). The best has no reason to imitate. The effect of packaging imitation by established brands., *Proceedings of the European Marketing Academy* (pp. A2023-113959). Stockholm: European Marketing Academy .
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## Vorträge

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- OHLWEIN, M. (2017). *Kultur- vs. regionenbezogene Abgrenzung von Ländergruppen. Eine clusteranalytische Untersuchung auf Basis der Kulturdimensionen nach Hofstede*. ISM Working Paper.
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