

Curriculum Vitae (December 2018)



Dr. Steffen Jahn

Birth date: 6.12.1978

Place of birth: Schwedt (Germany)

Education and Professional Experience

2018	Research visit , Aarhus University (Prof. Liisa Lähteenmäki, Ph.D.)
2016	Research visit , University of Oregon (Prof. T. Bettina Cornwell, Ph.D.)
since 2013	Assistant professor , University of Goettingen, Chair of Marketing and Consumer Behavior (Prof. Dr. Yasemin Boztuğ)
2012 – 2013	Postdoctoral researcher , Chemnitz University of Technology, Chair of System Development (Prof. Dr. Peter Gluchowski)
2012	Research visit , University of Oregon (Prof. T. Bettina Cornwell, Ph.D.)
2012	Graduation (Dr. rer. pol.) , Chemnitz University of Technology, Dissertation title: <i>Konsumentenwert: Konzeptualisierung und Analyse der Wirkungen auf Zufriedenheit und Loyalität am Beispiel eines Festivals</i> (Consumer Value: Conceptualization and Analysis of its Impact on Satisfaction and Loyalty in a Festival Context), graded <i>summa cum laude</i> <u>Committee chair</u> : Prof. Dr. Cornelia Zanger, Professor of Marketing and Retailing, Chemnitz University of Technology <u>Second reviewer</u> : Prof. Dr. Udo Rudolph, Professor of General and Biopsychology, Chemnitz University of Technology
2006 – 2012	Research assistant , Chemnitz University of Technology, Chair of Marketing and Retailing (Prof. Dr. Cornelia Zanger)
2004 – 2005	Tutor and student assistant, Chemnitz University of Technology, Chair of Marketing and Retailing
1999 – 2005	Studies of Business Administration , Chemnitz University of Technology (Dipl.-Kfm., Grade: 1.5 [<i>very good</i>]) - Specialization: Marketing, Organization Studies, Business Italian - Thesis title: <i>Der Einfluss des Country of Origin auf das Markenimage vor dem Hintergrund der Globalisierung in der Automobilproduktion</i> (The Impact of Country of Origin on Brand Image in the Context of Automotive Globalization), graded 1.0
1998	A-levels (Abitur), Carl-Friedrich-Gauß-Gymnasium Schwedt (Grade: 1.8)

Awards and Honors

2017	Outstanding Reviewer Award, Journal of Retailing & Consumer Services
2017	Travel grant (German Academic Exchange Service DAAD), Association for Consumer Research Conference, San Diego, USA
2016	Best Conceptual Paper Award from the Entrepreneurship Division, Academy of Management Meeting, Anaheim, USA for the paper <i>The Motivational Readiness Model of Entrepreneurship</i> (with Mario Geissler)
2016	Best Empirical Paper - Runner Up Award from the United States Association for Small Business and Entrepreneurship, San Diego, USA for the paper <i>The Motivational Readiness Model of Entrepreneurship</i> (with Mario Geissler)
2015	Travel grant (German Academic Exchange Service DAAD), Association for Consumer Research Conference, New Orleans, USA
2013	Best in Conference Paper Award at the AMA Winter Marketing Educators' Conference, Las Vegas, USA for the paper <i>Flow Revisited: Process Conceptualization and Extension to Reactive Consumption Experiences</i> (with Jan Drengner and Pia Furchheim)
2011	Travel grant (German Academic Exchange Service DAAD), Association for Consumer Research Conference, St. Louis, USA
2010	José Veciana Best Paper Award at the Conference on Research in Entrepreneurship and Small Business (RENT), Maastricht, Netherlands for the paper <i>Entrepreneurial Opportunities and Their Interplay with Entrepreneurial Intention Creation - an Empirical Study</i> (with Mario Geissler and Cornelia Zanger)
2008	Travel grant (German Research Foundation DFG), American Marketing Association Summer Marketing Educators' Conference, San Diego, USA
2008	Participant at the European Marketing Academy (EMAC) Doctoral Colloquium, University of Brighton, Brighton, UK

Review Service

<i>Journals</i>	- International Journal of Research in Marketing - International Journal of Sports Marketing and Sponsorship - Journal of Advertising - Journal of Business Research - Journal of Retailing & Consumer Services - Journal of Sport Management - Journal of the Academy of Marketing Science - Marketing ZFP - Journal of Research and Management - Psychology and Aging - Review of Managerial Science
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<i>Conferences</i>	- American Marketing Association (AMA) Winter Marketing Educators' Conference - Academy of Marketing Science (AMS) World Marketing Congress - Association for Consumer Research (ACR) Conference - European Marketing Academy (EMAC) Conference - International Conference on Information Systems - LCB Research Conference in Sport Marketing: Focus on Sponsorship
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Other Service

<i>2017</i>	Search committee member for the professorship of Development Economics (W3), University of Goettingen
<i>2015 and 2017</i>	Faculty coordinator, university election, University of Goettingen
<i>2016</i>	Delegation member of the Department of Business Administration, University of Goettingen, to Shanghai and Nanjing (China) in preparation of a university cooperation
<i>2010 – 2011</i>	Member of the committee “Pack dein Studium. Am besten in Sachsen.” (marketing initiative to promote studying in the state of Saxony), Chemnitz University of Technology
<i>2008 – 2010</i>	Member of the task force “Smart Systems Campus,” City of Chemnitz and Chemnitz University of Technology
<i>2003 – 2005</i>	Student member of the study commission, Faculty of Economics and Business Administration, Chemnitz University of Technology
<i>2001 – 2002</i>	Member of the student council, Chemnitz University of Technology
<i>2000 – 2004</i>	Member of the student council, Faculty of Economics and Business Administration, Chemnitz University of Technology

Memberships (current)

- Association for Consumer Research
- European Marketing Academy
- Verband der Hochschullehrer für Betriebswirtschaftslehre (German Academic Association for Business Research)

List of Publications

Google Scholar Profile: <http://scholar.google.com/citations?user=NIrXjp8AAAAJ&hl=en>

ORCID: 0000-0003-3325-2290

Citations: **669**, h-index: **13** (December 2018)

Monograph

Jahn, S. (2013): *Konsumentenwert: Konzeptualisierung und Analyse der Wirkungen auf Zufriedenheit und Loyalität am Beispiel eines Festivals* [Consumer Value: Conceptualization and Analysis of its Impact on Satisfaction and Loyalty in a Festival Context]. Wiesbaden: Springer Gabler. [Dissertation]

Journal Articles

	VHB	Impact Factor	Google Cites
Jahn, S., Tsalis, G., & Lähteenmäki, L. (2019): How Attitude Towards Food Fortification Can Lead to Purchase Intention, <i>Appetite</i> , 133, 370-377.	/	3.17	/
Beeck, I., Jahn, S., & Toporowski, W. (2018): For Myself or Others? How App Service Design Impacts Physical Retail Experience, <i>Proceedings of the International Conference on Information Systems</i> , 39, 1-9.	A	/	/
Jahn, S., Cornwell, T.B., Drengner, J., & Gaus, H. (2018): Temporary Communitas and Willingness to Return to Events, <i>Journal of Business Research</i> , 92, 329-338.	B	2.51	/
Jahn, S., Nierobisch, T., Toporowski, W., & Dannewald, T. (2018): Selling the Extraordinary in Experiential Retail Stores, <i>Journal of the Association for Consumer Research</i> , 3 (3), 412-424.	/	/	5
Drengner, J., Jahn ^a , S., & Furchheim, P. (2018): Flow Revisited: Process Conceptualization and a Novel Application to Service Contexts, <i>Journal of Service Management</i> , 29 (4), 703-734.	B	3.41	/
Cornwell, T.B., Jahn, S., Xie, J., & Suh, W.S. (2018): Feeling that In-group Feeling at a Sponsored Sporting Event: Links to Memory and Future Attendance, <i>Journal of Sport Management</i> , 32 (5), 426-437.	/	2.17	1
Jahn, S., Schuch-Haellmigk, J., Dannewald, T., & Boztuğ, Y. (2018): How Category Average Reference Points Affect Choice of Sugary Foods, <i>Appetite</i> , 126, 201-209.	/	3.17	1
Sanjari, S.S., Jahn ^b , S., & Boztuğ, Y. (2017): Dual-Process Theory and Consumer Response to Front-of-Package Nutrition Label Formats, <i>Nutrition Reviews</i> , 75 (11), 871-882. [Feature article]	/	5.79	4
Demming, C.L., Jahn ^b , S., & Boztuğ, Y. (2017): Conducting Mediation Analysis in Marketing Research, <i>Marketing ZFP-JRM</i> , 39 (3), 76-93. [Invited submission]	C	/	1
Nierobisch, T., Toporowski, W., Dannewald, T., & Jahn, S. (2017): Flagship Stores for FMCG National Brands: Do they Improve Brand Cognitions and Create Favorable Consumer Reactions?, <i>Journal of Retailing and Consumer Services</i> , 34 (1), 117-137.	C	2.92	9
Elshiewy, O., Jahn, S., & Boztuğ, Y. (2016): Seduced by the Label: How the Recommended Serving Size on Nutrition Labels Affects Sales Volume, <i>Journal of the Association for Consumer Research</i> , 1 (1), 104-114.	/	/	15
Jacobi, F., Jahn, S., Krawatzeck, R., Dinter, B., & Lorenz, A. (2014): Towards a Design Model for the Interdisciplinary Curriculum Development, as Exemplified by Big Data Analytics Education, <i>Proceedings of the European Conference on Information Systems</i> , 22.	B	/	14

Drengner, J. & Jahn, S. (2013): Erlebnisswelten im Sponsoring, <i>Marketing Review St. Gallen</i> , 29 (2), 60-67.	D	/	2
Drengner, J., Jahn, S., & Gaus, H. (2013): Der Beitrag der Service-Dominant Logic zur Weiterentwicklung der Markenführung, <i>Die Betriebswirtschaft</i> , 73 (2), 143-160.	C	/	16
Jahn, S., Gaus, H., & Kiessling, T. (2012): Trust, Commitment, and Older Women: Exploring Brand Attachment Differences in the Elderly Segment, <i>Psychology & Marketing</i> , 29 (6), 445-457.	B	2.02	76
Drengner, J., Jahn, S., & Gaus, H. (2012): Creating Loyalty in Collective Hedonic Services: The Role of Satisfaction and Psychological Sense of Community, <i>Schmalenbach Business Review</i> , 64 (1), 59-76.	B	/	45
Drengner, J., Jahn, S., & Zanger, C. (2011): Measuring Event-Brand Congruence, <i>Event Management</i> , 15 (1), 25-36.	/	/	38
Drengner, J., Gaus, H., & Jahn, S. (2008): Does Flow Influence the Brand Image in Event Marketing?, <i>Journal of Advertising Research</i> , 48 (1), 138-147.	C (B)	2.33	178

^a All authors contributed equally to the respective papers, as indicated in the published versions.

^b The first two authors contributed equally to the respective papers, as indicated in the published versions.

Chapters in Edited Books (Double-Blind Peer-Reviewed)

1. Jahn, S., Breaz, M., Dannewald, T., & Boztuğ, Y. (2018): Meaningful Numbers: Consumer Response to Verbal Reaffirmation of Numerical Nutrition Information, *Advances in Consumer Research*, 46, forthcoming.
2. Jahn, S., Dannewald, T., & Boztuğ, Y. (2017): How Health Claims Lead to Indulgence, *Advances in Consumer Research*, 45, 683-684.
3. Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship. In John Humphreys (Ed.), *Academy of Management Proceedings*.
This paper won the Best Conceptual Paper Award from the Entrepreneurship Division at the 2016 Academy of Management Meeting.
4. Elshiewy, O., Jahn, S., Doering, T., & Boztuğ, Y. (2016): 'Low Fat' but High in Sugar: Consumer Response to Misleading Nutrition Claims, *Advances in Consumer Research*, 44, 207-212.
5. Elshiewy, O., Jahn, S., & Boztuğ, Y. (2015): How the Disclosure of Nutrition Information with Different 'Per-Serving Basis' Affects Sales Volume, *Advances in Consumer Research*, 43, 516-517.
6. Schuch, J., Jahn, S., & Boztuğ, Y. (2015): Abstract Goal and External Reference-Point Interaction in Food Decision Making, *Advances in Consumer Research*, 43, 572-573.
7. Furchheim, P. & Jahn, S. (2015): How Cultural Capital Shapes Green Product Preferences Among Materialists, *Advances in Consumer Research*, 43, 527-528.
8. Schuch, J., Jahn, S., & Boztuğ, Y. (2014): The Role of Category Average Reference Points and Health Halos in Purchase Intentions of Healthy and Hedonic Food, *Advances in Consumer Research*, 42, 670-671.
9. Jahn, S., Drengner, J., Gaus, H., & Kießling, T. (2013): Brand Values als Instrument der Markenführung: Konzeptualisierung, Messung und Abgrenzung von der Markenpersönlichkeit, in: Baumgarth, C. & Boltz, D.-M. (Eds.): *Impulse für die Markenpraxis und Markenforschung*. Wiesbaden: Springer Gabler, 215-239.
10. Furchheim, P., Jahn, S., & Zanger, C. (2013): When Altruism Is Perceived to Be Rare, Would Materialists Buy Green?, *Advances in Consumer Research*, 41, 501-502.

11. Jahn, S., Drengner, J., Gaus, H., & Cornwell, T.B. (2012): Connected Consumers: The Influence of Temporal Sense of Community, Socio-Emotional Experience, and Satisfaction on Event Loyalty, *Advances in Consumer Research*, 39, 556-558.
12. Sachse, M., Drengner, J., & Jahn, S. (2010): Negative Effects of Event Sponsoring and Ambushing: The Case of Consumer Confusion, *Advances in Consumer Research*, 37, 546-547.
13. Gaus, H., Jahn, S., Kiessling, T., & Drengner, J. (2010): How to Measure Brand Values?, *Advances in Consumer Research*, 37, 697-698.
14. Jahn, S., Gaus, H., & Kiessling, T. (2010): Trust, Commitment, and the Elderly: Exploring Age Differences in Consumer-Brand Relationships, *Advances in Consumer Research*, 37, 564-565.
15. Geissler, M., Jahn, S., & Haefner, P. (2010): Entrepreneurial Climate at Universities: Impact of Organizational Factors, in: Smallbone, D., Leitao, J., Raposo, M., & Welter, F. (Eds.): *The Theory and Practice of Entrepreneurship*. Cheltenham, UK/Northampton, USA: Edward Elgar, 12-31.

Chapters in Edited Books (Peer-Reviewed)

16. Steger, T. & Jahn, S. (2019): Roles and Tasks of German Supervisory Boards: An Exploratory View, in: Gabrielsson, J., Yamak, S., & Khelif, W. (Eds.): *Research Handbook of Boards of Directors*. Cheltenham: E. Elgar (forthcoming).
17. Jahn, S. (2019): Wie verarbeiten Verbraucher Nährwertinformationen?, in: Tetscheid, P., Rohn, H., Langen, N., & Speck, M. (Eds.): *Nachhaltig Außer-Haus essen*. Munich: Oekom (forthcoming).
18. Jahn, S., Toporowski, W., Dannewald, T., & Nierobisch, T. (2018): Erlebnisorientierte Markeninszenierung in Flagship Stores, in: Zanger, C. (Ed.): *Events und Marke*. Wiesbaden: Springer Gabler, 185-201.
19. Jahn, S. & Drengner, J. (2014): Entstehung und Wahrnehmung des Service Value, in: Bruhn, M. & Hadwich, K. (Eds.): *Service Value als Werttreiber. Konzepte, Messung und Steuerung. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 33-58.
20. Drengner, J., Jahn, S., & Furchheim, P. (2013): Die Eignung von Social Networking-Plattformen für die Ablaufkontrolle von Events: Eine empirische Untersuchung unter Rückgriff auf die Erlebnisqualität, in: Zanger, C. (Ed.): *Events und Sport. Stand und Perspektiven der Eventforschung*. Wiesbaden: Springer Gabler, 153-178.
21. Jahn, S. & Zanger, C. (2013): Events und Social Media, in: Bruhn, M. & Hadwich, K. (Eds.): *Dienstleistungsmanagement und Social Media. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 261-280.
22. Drengner, J., Jahn, S., & Furchheim, P. (2013): Customer Engagement-Praktiken auf Social Networking-Plattformen und deren Bedeutung für die Kundenintegration, in: Bruhn, M. & Hadwich, K. (Eds.): *Dienstleistungsmanagement und Social Media. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 221-242.
23. Jahn, S. & Drengner, J. (2013): Transzendente Konsumerlebnisse bei Events, in: Zanger, C. (Ed.): *Events im Zeitalter von Social Media. Stand und Perspektiven der Eventforschung*. Wiesbaden: Springer Gabler, 109-128.
24. Drengner, J. & Jahn, S. (2012): Konsumerlebnisse im Dienstleistungssektor, in: Bruhn, M. & Hadwich, K. (Eds.): *Customer Experience. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 227-249.
25. Drengner, J., Jahn, S., & Gaus, H. (2010): Events and Loyalty Formation - The Role of Satisfaction, Felt Community, Emotional Experience, and Frequency of Use, in: Zanger,

C. (Ed.): Stand und Perspektiven der Eventforschung. Wiesbaden: Springer Gabler, 151-166.

Others

1. Zanger, C., Pyka, S., & Jahn, S. (2009): Die Bedeutung der psychischen Widerstandsfähigkeit bei Außendienstmitarbeitern: Resilienz als Erfolgsfaktor im persönlichen Verkauf. Wirtschaftswissenschaftliches Diskussionspapier (WWDP 101/09), Fakultät für Wirtschaftswissenschaften, Technische Universität Chemnitz.
2. Jahn, S. (2007): Strukturgleichungsmodellierung mit LISREL, AMOS und SmartPLS. Eine Einführung. Wirtschaftswissenschaftliches Diskussionspapier (WWDP 86/07), Fakultät für Wirtschaftswissenschaften, Technische Universität Chemnitz.

Academic Presentations (peer-reviewed)

(incl. presentations given by co-authors, presenter is underlined)

1. Jahn, S., Breaz, M., Dannewald, T., & Boztuğ, Y. (2018): Meaningful Numbers: Consumer Response to Verbal Reaffirmation of Numerical Nutrition Information, *Association for Consumer Research Conference*, Dallas, USA.
2. Geissler, M., Jahn, S., Bergmann, H., & Dannewald, T. (2018): How Attitude and Self-Efficacy Form Entrepreneurial Intent, *2018 Academy of Management Meeting*, Chicago, USA.
3. Breaz, M., Jahn, S., & Boztuğ, Y. (2018): Numbers that Talk: How the Combination of Verbal and Numerical Reference Points Help Consumers with Label Comprehension and Healthful Preferences, *European Association for Consumer Research Conference*, Ghent, Belgium.
4. Cornwell, T.B., Jahn, S., Xie, J., & Suh, W.S. (2018): Feeling that Ingroup Feeling at a Sponsored Sporting Event: Links to Memory and Future Attendance, *47th EMAC Conference 2018*, Glasgow, Scotland.
5. Jahn, S., Nierobisch, T., Toporowski, W., & Dannewald, T. (2018): Selling the Extraordinary in Flagship Stores, *47th EMAC Conference 2018*, Glasgow, Scotland.
6. Breaz, M., Jahn, S., & Boztuğ, Y. (2018): Meaningful Numbers: How Consumers' Label Comprehension and Healthful Preferences Benefit from the Reinforcement of Numerical Reference Points with Verbal Cues, *47th EMAC Conference 2018*, Glasgow, Scotland.
7. Demming, C.L., Jahn, S., & Boztuğ, Y. (2018): When Friends Give Bad Advice: How Relationship Involvement Impacts Evaluation of Recommendations and Willingness to Follow Again, *47th EMAC Conference 2018*, Glasgow, Scotland.
8. Sanjari, S.S., Jahn, S., & Boztuğ, Y. (2018): One Label, Two Choices: How Nutrition Knowledge and Time Pressure Impact Use of Front-of-Package Nutrition Labels, *47th EMAC Conference 2018*, Glasgow, Scotland.
9. Jahn, S., Dannewald, T., & Boztuğ, Y. (2017): How Health Claims Lead to Indulgence, *Association for Consumer Research Conference*, San Diego, USA.
10. Brännback, M., Carsrud, A.L., Krueger, N.F., Sieger, P., Bergmann, H., Brazeal, D., Jahn, S., Kautonen, T., Shirokova, G., Minola, T., Nikou, S., & Monsen, E. (2017): The Future of Entrepreneurial Intentions Research: Topics, Challenges, and Opportunities, *Professional Development Workshop, 2017 Academy of Management Meeting*, Atlanta, USA.
11. Cornwell, T.B. & Jahn, S. (2017): Rethinking Sponsorship Recognition, *2017 AMS World Marketing Congress*, Christchurch, New Zealand.
12. Jahn, S., Gaus, H., Kiessling, T., & Drengner, J. (2017): Conceptualizing the Human Value Content of Perceived Brand Intentions, *46th EMAC Conference 2017*, Groningen, Netherlands.
13. Boztuğ, Y., Jahn, S., Dannewald, T., Doering, T., & Schuch, J. (2017): How Summary Nutrition Information Reduces Overindulgence, *46th EMAC Conference 2017*, Groningen, Netherlands.
14. Elshiewy, O., Jahn, S., Doering, T., & Boztuğ, Y. (2017): 'Low Fat' But High in Sugar: Consumer Response to Potentially Misleading Nutrition Claims, *46th EMAC Conference 2017*, Groningen, Netherlands.
15. Drengner, J., Jahn, S., Cornwell, T.B., & Gaus, H. (2017): Volitional Reconsumption of Leisure Events, *46th EMAC Conference 2017*, Groningen, Netherlands.

16. Sanjari, S.S., Jahn, S., & Boztuğ, Y. (2017): Choosing Fast and Slow: Processing Mode and Consumer Response to FOP Nutrition Label Formats, *AMA Winter Educators' Conference 2017*, Orlando, USA.
17. Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship, *2016 Academy of Management Meeting*, Anaheim, USA.
This paper won the Best Conceptual Paper Award (Entrepreneurship Division)
18. Elshiewy, O., Jahn, S., Doering, T., & Boztuğ, Y. (2016): 'Low Fat' but High in Sugar: Consumer Response to Misleading Nutrition Claims, *Association for Consumer Research Conference*, Berlin, Germany.
19. Jahn, S., Schuch, J., Dannewald, T., & Boztuğ, Y. (2016): How Reference Information Can Tame What-the-Hell Behaviors, *45th EMAC Conference 2016*, Oslo, Norway.
20. Boztuğ, Y., Jahn, S., & Dannewald, T. (2016): Health Claims Can Make You Fat, But Only When They Are Relevant, *45th EMAC Conference 2016*, Oslo, Norway.
21. Elshiewy, O., Jahn, S., & Boztuğ, Y. (2016): Too Much Food Marketing - How Voluntary Front-of-Pack Nutrition Labeling on Products with Nutrition Claims Can Harm Retailers, *45th EMAC Conference 2016*, Oslo, Norway.
22. Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship, *United States Association for Small Business and Entrepreneurship Annual Conference 2016*, San Diego, USA.
This paper won the Best Empirical Paper – Runner Up Award
23. Elshiewy, O., Jahn, S., & Boztuğ, Y. (2015): How the Disclosure of Nutrition Information with Different 'Per-Serving Basis' Affects Sales Volume, *Association for Consumer Research Conference*, New Orleans, USA.
24. Schuch, J., Jahn, S., & Boztuğ, Y. (2015): Abstract Goal and External Reference-Point Interaction in Food Decision Making, *Association for Consumer Research Conference*, New Orleans, USA.
25. Furchheim, P. & Jahn, S. (2015): How Cultural Capital Shapes Green Product Preferences Among Materialists, *Association for Consumer Research Conference*, New Orleans, USA.
26. Cornwell, T.B., Jahn, S., & Suh, W.S. (2015): The Conceptual Chain from Event Activities to Emotions to Atmosphere, and Sponsor Awareness and Patronage, *2015 AMS World Marketing Congress*, Bari, Italy.
27. Furchheim, P. & Jahn, S. (2015): Greening Up a Material World, *44th EMAC Conference 2015*, Leuven, Belgium.
28. Schuch, J., Jahn, S., & Boztuğ, Y. (2014): The Role of Category Average Reference Points and Health Halos in Purchase Intentions of Healthy and Hedonic Food, *Association for Consumer Research Conference*, Baltimore, USA.
29. Jahn, S. (2014): The Value of Customers for a Firm: A Framework, *AMA Summer Educators' Conference 2014*, San Francisco, USA.
30. Elshiewy, O., Jahn, S., & Boztuğ, Y. (2014): The Effectiveness of Nutrition Labels in Fighting Health-Halos, *AMA Summer Educators' Conference 2014*, San Francisco, USA.
31. Schuch, J., Jahn, S., Dannewald, T., & Boztuğ, Y. (2014): Understanding Nutrition Information: How Reference Points Affect Healthful Food Choice, *AMA Summer Educators' Conference 2014*, San Francisco, USA.
32. Pyka, S., Jahn, S., & Zanger, C. (2014): The Beneficial Effect of Resilience on Sales Performance in the Presence of Role Ambiguity, *43rd EMAC Conference 2014*, Valencia, Spain.

33. Furchheim, P., Jahn, S., & Zanger, C. (2014): Holier Than Thou – An Exploration of the Green Side of Materialism, *Third Conference for Positive Marketing*, New York, USA.
34. Jahn, S., Drengner, J., Gaus, H., & Kießling, T. (2013): Brand Values als Instrument der Markenführung: Konzeptualisierung, Messung und Abgrenzung von der Markenpersönlichkeit, *Deutscher Markentag*, Berlin, Germany.
35. Furchheim, P., Jahn, S., & Zanger, C. (2013): When Altruism Is Perceived to Be Rare, Would Materialists Buy Green?, *Association for Consumer Research Conference*, Chicago, USA.
36. Pyka, S., Jahn, S., & Zanger, C. (2013): Resilience and its Beneficial Effect on Work Engagement in Adverse Workplace Situations, *ANZMAC Conference 2013*, Auckland, New Zealand.
37. Jahn, S., Cornwell, T.B., & Drengner, J. (2013): Activational Sponsorship Communications and the Development of Self-Brand Connections, *42nd EMAC Conference 2013*, Istanbul, Turkey.
38. Pyka, S., Jahn, S., & Zanger, C. (2013): Resilience as a Resource to Improve Sales Performance in Adverse Workplace Situations, *42nd EMAC Conference 2013*, Istanbul, Turkey.
39. Furchheim, P., Jahn, S., Koley, S., & Zanger, C. (2013): When Materialistic and Sustainable Values Collide: Strategies to Cope, *42nd EMAC Conference 2013*, Istanbul, Turkey.
40. Jahn, S., Drengner, J., & Furchheim, P. (2013): Flow Revisited: Process Conceptualization and Extension to Reactive Consumption Experiences, *AMA Winter Marketing Educators' Conference 2013*, Las Vegas, USA.
This paper won the Best in Conference Paper Award
41. Furchheim, P., Jahn, S., & Zanger, C. (2013): When Materialistic and Sustainability Values Collide: Strategies for Static and Dynamic Goal Management, *AMA Winter Marketing Educators' Conference 2013*, Las Vegas, USA.
42. Furchheim, P., Jahn, S., & Zanger, C. (2012): The Green Side of Materialism, *AMA Summer Marketing Educators' Conference 2012*, Chicago, USA.
43. Kiessling, T., Jahn, S., & Zanger, C. (2012): Investigating Consumption Consequences of Two Different Types of Nostalgia, *AMA Summer Marketing Educators' Conference 2012*, Chicago, USA.
44. Drengner, J. & Jahn, S. (2012): Sponsorships as Value Propositions: Investigating the Effects of Direct and Indirect Value Co-Creation on Sponsor Brand Relationships and Purchase Intentions, *LCB Research Conference in Sport Marketing: Focus on Sponsorship*, Portland, USA.
45. Meyhoefer, T., Schacht, M., Jahn, S., Zanger, C., & Kaminski, S. (2012): Leadership Education as Success Factor in New Venture Creation Support, *2012 ICSB World Conference*, Wellington, New Zealand.
46. Furchheim, P., Jahn, S., & Zanger, C. (2012): Green Materialists, *41st EMAC Conference 2012*, Lisbon, Portugal.
47. Kiessling, T., Jahn, S., & Zanger, C. (2012): Investigating Consumption Consequences of Different Nostalgia Types: The Power of Personal and Historical Nostalgia, in: *41st EMAC Conference 2012*, Lisbon, Portugal.
48. Jahn, S., Drengner, J., Gaus, H., & Cornwell, T.B. (2011): Connected Consumers: The Influence of Temporal Sense of Community, Socio-Emotional Experience, and Satisfaction on Event Loyalty, *Association for Consumer Research Conference*, St. Louis, USA.

49. Meyhoefer, T., Schacht, M., Jahn, S., & Zanger, C. (2011): Leadershipausbildung als Erfolgsfaktor in der Gründerbetreuung, *15. Jahreskonferenz zur Gründungsforschung*, St. Gallen/Zürich, Switzerland.
50. Drengner, J., Jahn, S., Gaus, H., & Cornwell, T.B. (2011): Delivering Linking Value through Events: Investigating Communal and Experiential Drivers of Loyalty, *2011 AMS World Marketing Congress*, Reims, France.
51. Jahn, S., Drengner, J., & Zanger, C. (2011): Measuring Sponsor-Event Congruence, *2011 AMS World Marketing Congress*, Reims, France.
52. Geissler, M., Jahn, S., Loebel, H., & Zanger, C. (2011): From Business Opportunity to Action: What Lies in Between?, *2011 ICSB World Conference*, Stockholm, Sweden.
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