

List of Publications: Daniel Wentzel

Refereed International Publications

Heidig, W., Wentzel, D., Tomczak, T., Wiecek, A., and Faltl, M. (2017), "Supersize Me! The Effects of Cognitive Effort and Goal Frame on the Persuasiveness of Upsell Offers", *Journal of Service Management*, forthcoming.

Schaffrath, K., Wentzel, D., and Erkin, A. (2017), "Purchasing for Someone Else in a B-to-B Context: Joint Effects of Choice Overload and Accountability", *Journal of Business-to-Business Marketing*, forthcoming.

von Walter, B., Wentzel, D., and Tomczak, T. (2016), "Securing Frontline Employee Support after an Ethical Scandal: The Moderating Impact of Response Strategies", *Journal of Service Research*, 19 (4), 417-432.

Kehr, F.; Kowatsch, T.; Wentzel, D.; Fleisch, E. (2015), "Blissfully Ignorant: The Effects of General Privacy Concerns, General Institutional Trust, and Affect in the Privacy Calculus", *Information Systems Journal*, 25 (6), 607-635.

Wentzel, D., Tomczak, T., and Henkel, S. (2014), "Can Friends Also Become Customers? The Impact of Employee Referral Programs on Referral Likelihood", *Journal of Service Research*, 17 (May), 119-133 [lead article].

Landwehr, J., Wentzel, D., and Herrmann, A. (2013), "Product Design for the Long Run: Consumer Responses to Typical and Atypical Car Designs at Different Stages of Exposure", *Journal of Marketing*, 77 (September), 92-107.

Landwehr, J., Wentzel, D., and Herrmann, A. (2012), "The Tipping Point of Design: How Product Design and Brands Interact to Affect Consumers' Preferences", *Psychology & Marketing*, 29(6), 422-433.

von Walter, B., Wentzel, D., and Tomczak, T. (2012), "The Effect of Applicant-Employee Fit and Temporal Construal on Employer Attraction and Pursuit Intentions", *Journal of Occupational and Organizational Psychology*, 85 (1), 116-135.

Peine, K., Wentzel, D., and Herrmann, A. (2012), "Getting Better or Getting Worse? Consumer Responses to Decreasing, Constant, and Ascending Multi-dimensional Price Profiles", *Review of Managerial Science*, 6 (1), 81-101.

Wentzel, D., Henkel, S., and Tomczak, T. (2010), "Can I Live up to that Ad? Impact of Implicit Theories of Ability on Service Employees' Responses to Advertising", *Journal of Service Research*, 13 (2), 137-152 [lead article].

Wentzel, D., Tomczak, T., and Herrmann, A. (2010), "The Moderating Effect of Manipulative Intent and Cognitive Resources on the Evaluation of Narrative Ads", *Psychology & Marketing*, 27 (5), 510-530.

Uekermann, F., Herrmann, A., Wentzel, D., and Landwehr, J. (2010), "The Influence of Stimulus Ambiguity on Category and Attitude Formation", *Review of Managerial Science*, 4 (1), 33-52.

Wentzel, D. (2009), "The Effect of Employee Behavior on Brand Personality Impressions and Brand Attitudes", *Journal of the Academy of Marketing Science*, 37 (3), 359-374.

Coppetti, C., Wentzel, D., Tomczak, T., and Henkel, S. (2009), "Improving Incongruent Sponsorships through Articulation of the Sponsorship and Audience Participation", *Journal of Marketing Communications*, 15 (1), 17-34.

Martin, B., Wentzel, D., and Tomczak, T. (2008), "Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes toward Print Advertising", *Journal of Advertising*, 37 (1), 29-43.

Martin, B., Sherrard, M., and Wentzel, D. (2005), "The Role of Sensation Seeking and Need for Cognition on Web-Site Evaluations: A Resource-Matching Perspective", *Psychology & Marketing*, 22 (2), 2005, 109-126 [lead article].

Refereed German Publications

Landwehr, J., Stadler, R., Herrmann, A., Wentzel, D., and Labonte, C. (2011), "Verankerung von Markenwerten im Produktdesign", *Zeitschrift für betriebswirtschaftliche Forschung*, 63 (3), 189-212.

Henkel, S., Wentzel, D., and Tomczak, T. (2009), "Die Rolle der Werbung in der internen Markenführung", *Marketing ZFP*, 31 (1), 43-56.

Wentzel, D., Tomczak, T., and Herrmann, A. (2008), "Wirkung des Mitarbeiterverhaltens auf die Markenpersönlichkeit", *Marketing ZFP*, 30 (3), 133-146.

Wentzel, D., Tomczak, T., Herrmann, A., and Heitmann, M. (2008), "Interne Markenführung durch Markengeschichten", *Die Betriebswirtschaft*, 68 (4), 418-439.

Refereed Conference Proceedings

Erkin, A.; Wentzel, D. (2017): "The Boundaries of Co-Production: How the Interplay of Branding and Self-Printing Affects Product Evaluation", Conference of the European Marketing Academy, Groningen.

Nägele, N.; Wentzel, D. (2017): "You Can Touch This – The Influence of Holding a Service-Related Physical Object on Service Evaluation", Conference of the European Marketing Academy, Groningen.

Raff, S.; Nägele, N.; Wentzel, D. (2017): "Me, Myself, and I – Uncovering the Effects of Product Name Personalization", Conference of the European Marketing Academy, Groningen.

Kindermann, B; Salge, O.; Wentzel, D. (2017): "Thriving in Innovation Ecosystems: Towards a Collaborative Market Orientation", Winter Educators' Conference of the American Marketing Association, Orlando.

Erkin, A.; Wentzel, D. (2017): "The Boundaries of Co-Production: How the Interplay of Branding and Self-Printing Affects Product Evaluation", Winter Educators' Conference of the American Marketing Association, Orlando.

Wiecek, A.; Wentzel, D. (2017): "How Aesthetic Designs Shape Consumers' Product Usage Behavior", Winter Educators' Conference of the American Marketing Association, Orlando.

Grein, M.; Wentzel, D.: (2016): "Minimalistic Design made by a Maximal Talent - The Interplay of Design Complexity and the User Design Process", Conference of the European Marketing Academy, Oslo.

Kindermann, B.; Antons, D.; Salge, T.-O.; Wentzel, D. (2016): "Core or Periphery? Exploring the Role of Theory in Marketing Scholarship, 2000-2014", Conference of the European Marketing Academy, Oslo.

Wiecek, A.; Wentzel, D. (2016): "Aesthetic Designs and the Cognitive Lock-In Phenomenon", Conference of the European Marketing Academy, Oslo.

Buschmeyer, A.; Schuh, G.; Wentzel, D. (2016): "Organizational Transformation towards Product-Service Systems – Empirical Evidence in Managing the Behavioral Transformation Process", 8th IPSS Conference, Bergamo.

Grein, M.; Overlack, R.; Wiecek, A.; Wentzel; D. (2016): "A Simple Design on a Stressful Day? The Interplay of Cognitive Depletion and Product Design", Academy of Marketing Science Annual Conference, Lake Buena Vista.

Grein, M; Wentzel, D. (2016): "Does Minimalistic Product Design Equate to Maximum Liking? The Interplay of Branding, the Perceived Designer's Ability and the Effort of the Design Process", Winter Educators' Conference of the American Marketing Association, Las Vegas.

Kehr, F.; Wentzel, D.; Kowatsch, T.; Fleisch, E. (2015): "Rethinking Privacy Decisions: Pre-Existing Attitudes, Pre-Existing Emotional States, and a Situational Privacy Calculus", European Conference on Information Systems, Münster.

- Kehr, F.; Wentzel, D.; Kowatsch, T.; Fleisch, E. (2014): "Thinking Styles and Privacy Decisions: Need for Cognition, Faith into Intuition, and the Privacy Calculus", International Conference on Wirtschaftsinformatik, Osnabrück.
- Kehr, F.; Wentzel, D.; Kowatsch, T.; Fleisch, E. (2014): "Privacy Paradox Revised: Pre-Existing Attitudes, Psychological Ownership, and Actual Disclosure ", International Conference on Information Systems, Auckland.
- Scharfenberger, P.; Wentzel, D.; Warlop, L.; Tomczak, T. (2014): "Tangible Possessions and the Self – How Objects Reduce Perceived Distance to Their Symbolized Meanings", Advances in Consumer Research, Baltimore.
- Heidig, W.; Wentzel, D.; Tomczak, T. (2014): "'Wanna Supersize That?' Consumers' Choice of Superior Options", Advances in Consumer Research, Baltimore.
- Scharfenberger, P.; Wentzel, D.; Warlop, L.; Tomczak, T. (2014): "Having, Holding, Being: The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings", International Conference of Applied Psychology, Paris.
- Dahm, M.; Wentzel, D.; Herzog, W. (2014): "Breathing Down Your Neck: The Impact of Queues on Customers Using a Service", Conference of the European Marketing Academy, Valencia.
- Landwehr, J.; Wentzel, D. (2014): "Multidimensional Scaling of Visual Design: An Objective Approach of Determining Similarities", Conference of the European Marketing Academy, Valencia.
- Kehr, F., Wentzel, D., and Mayer, P. (2013): "Rethinking the Privacy Calculus: On the Role of Dispositional Factors and Affect", International Conference on Information Systems, Milan.
- Wentzel, D. and Schmitz, C. (2013), "Turning Friends into Customers? The Impact of Employee Referral Programs on Referral Likelihood", Conference of the European Marketing Academy, Istanbul.
- Scharfenberger, P.; Wentzel, D.; Warlop, L., and Tomczak, T. (2013), "Solid Possessions: How Objects Reduce Psychological Distance to Intangible Meanings", Conference of the European Marketing Academy, Istanbul.
- Heidig, W., Wentzel, D., and Tomczak, T. (2013), "Upselling or Upsetting? Determinants of a Successful Upsell Option", European Conference on Operational Research, Rome.
- Heidig, W., Wentzel, D., and Tomczak, T. (2012), "Upselling or Upsetting? The Interactive Effect of Cognitive Effort and Message Frame on Customer's Willingness to Accept an Upsell Offer", Conference of the European Marketing Academy, Lisbon.

Heidig, W., Wentzel, D., and Tomczak, T. (2011), "Upselling or Upsetting? Determinants of a Successful Upsell Option", Summer Educators' Conference of the American Marketing Association, San Francisco.

Landwehr, J., Wentzel, D., and Herrmann, A. (2010), "Computer-Generated Cars You Have to Love: How Image Morphing and Warping Help Designers to Optimize Their Design Sketches", International Conference on Information Systems, St. Louis.

von Walter, B., Wentzel, D., and Tomczak T. (2010), "Pay or People? The Effect of Applicant-Employee Fit and Temporal Construal on Employer Preferences", Annual Meeting of the Academy of Management, Montreal.

von Walter, B., Wentzel, D., and Tomczak T. (2010), "When Do People Matter in Employer Branding? The Impact of Employee Associations on Employer Preferences", Conference of the European Marketing Academy, Kopenhagen.

Landwehr, J., Wentzel, D., and Herrmann, A. (2010), "A Meaningful Look: Transforming Abstract Brand Values into Concrete Product Design Features", Thought Leaders International Conference in Brand Management, Lugano.

Landwehr, J., Wentzel, D., and Herrmann, A. (2010), "Brand Strength Meets Product Design: The Interactive Interplay of Two Core Marketing-Mix Components", Thought Leaders International Conference in Brand Management, Lugano.

Daun, W., Wentzel, D., and Tomczak T. (2010), "Sleeping with the Enemy? Attributions Triggered by an 'Open Architecture' Sales Model", Winter Educators' Conference of the American Marketing Association, New Orleans.

Landwehr, J., Wentzel, D., and Herrmann, A. (2009), "The Influence of Prototypicality and Level of Exposure on Consumers' Responses to Product Designs", Advances in Consumer Research, Pittsburgh.

Wentzel, D., Herrmann, A., and Landwehr, J. (2009), "The Ups and Downs of Multi-Dimensional Prices: A Field Study with German Car Buyers", Conference of the European Marketing Academy, Nantes.

Henkel, S., Wentzel, D., and Tomczak, T. (2009), "Could I Live Up to That Ad? The Impact of Implicit Theories of Ability on Service Employees' Evaluations of Ads", Conference of the European Marketing Academy, Nantes.

Wentzel, D. and Henkel, S. (2008), "The Impact of Employee Behavior on Brand Personality Impressions: The Moderating Effect of Pseudorelevant Information", Advances in Consumer Research, San Francisco.

Wentzel, D., Henkel, S., Tomczak, T. Herrmann, A., and Jenewein, W. (2008), "Advertising Brands Through Narratives: The Moderating Effect of Persuasion Motives", Conference of the European Marketing Academy, Brighton.

Wentzel, D., Tomczak, T., and Herrmann, A. (2008), "Communicating Corporate Brands Through Narratives: The Moderating Effect of Persuasion Motives", Winter Educators' Conference of the American Marketing Association, Austin.

Wentzel, D. and Tomczak, T. (2007), "The Impact of Employee Behavior on Brand Personality Impressions", Frontiers in Service Conference, San Francisco.

Wentzel, D. (2007), "Stereotyping and Subtyping Processes in Services Branding", Doctoral Colloquium of the European Marketing Academy, Reykjavik.

Wentzel, D., Martin, B., Tomczak, T., and Henkel, S. (2007), "The Impact of Susceptibility to Informational Influence on the Effectiveness of Consumer Testimonials", Conference of the European Marketing Academy, Reykjavik.

Wentzel, D., Tomczak, T., and Coppetti, C. (2007), "The Impact of Articulation and Audience Participation on the Evaluation of Incongruent Sponsorships", Winter Educators' Conference of the American Marketing Association, San Diego.

Wentzel, D., Tomczak, T., and Schögel, M. (2006), "The Coordination of Multichannel Marketing Systems in the High-Tech Industry", Conference of the European Institute for Retailing and Services Studies, Budapest.

Martin, B., Pullen, Z., Vincent, A., and Wentzel, D. (2006), "Emailing Experts and Novices: Effects of Knowledge, Copy Type and Testimonials on Email Advertising Effectiveness", Conference of the European Marketing Academy, Athens.

German Book Chapters

Wentzel, D. and Groeger, L. (2010), "Markendifferenzierung durch Mitarbeiterverhalten", in: Völckner, F.; Willers, C.; Weber, T. (Eds.): "Markendifferenzierung: Innovative Konzepte aus Theorie und Praxis", Wiesbaden: Gabler, 77-93.

von Walter, B., Tomczak, T., and Wentzel, D. (2010), "Wege zu einem effektiven und verantwortungsvollen Employer Branding", in: Raupp, J.; Jarolimek, S; Schultz, F. (Eds.): "Handbuch Corporate Social Responsibility: Kommunikationswissenschaftliche Grundlagen und methodische Zugänge", Zürich: Versus, 327-343.

Wentzel, D. and Tomczak, T. (2009), "Ein sozialpsychologischer Erklärungsansatz von Brand Behavior", in: Tomczak, T.; Esch, F.-R.; Kernstock, J.; Herrmann, A. (Eds.): "Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt", 2nd Ed., Wiesbaden: Gabler, 47-64.

Wentzel, D., Tomczak, T., and Herrmann, A. (2009), "Storytelling im Behavioral Branding", in: Tomczak, T.; Esch, F.-R.; Kernstock, J.; Herrmann, A. (Eds.): "Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt", 2nd Ed., Wiesbaden: Gabler, 425-442.

Wentzel, D., Tomczak, T., Kernstock, J., Brexendorf, T., and Henkel, S. (2009), "Der Funnel als Analyse- und Steuerungsinstrument von Brand Behavior", in: Tomczak, T.; Esch, F.-R.; Kernstock, J.; Herrmann, A. (Eds.): "Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt", 2nd Ed., Wiesbaden: Gabler, 81-100.

Henkel, S., Tomczak, T., Kernstock, J., Wentzel, D., and Brexendorf, T. (2009), "Das Behavioral-Branding-Konzept", in: Tomczak, T.; Esch, F.-R.; Kernstock, J.; Herrmann, A. (Eds.): "Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt", 2nd Ed., Wiesbaden: Gabler, 197-212.

Brexendorf, T., Tomczak, T., Kernstock, J., Henkel, S., and Wentzel, D. (2009), "Der Einsatz von Instrumenten zur Förderung von Brand Behavior", in: Tomczak, T.; Esch, F.-R.; Kernstock, J.; Herrmann, A. (Eds.): "Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt", 2nd Ed., Wiesbaden: Gabler, 337-372.

Kernstock, J., Wentzel, D., and Henkel, S. (2008), "Kundenwert und Kundenbindung in Dienstleistungsunternehmen", in: Fueglistaller, U. (Eds.): "Dienstleistungscompetenz", Zürich: Versus, 385-405.

Kernstock, J., Henkel, S., and Wentzel, D. (2008), "Die Dienstleistung als Marke", in: Fueglistaller, U. (Eds.): "Dienstleistungscompetenz", Zürich: Versus, 406-431.

Tomczak, T., Schögel, M., and Wentzel, D. (2006), "Communities als Herausforderung für das Direktmarketing", in: Wirtz, B. W.; Burmann, C. (Eds.): "Ganzheitliches Direktmarketing", Wiesbaden: Gabler, 523-546.

Articles in German Business Press

Schuh, G.; Wentzel, D.; Riesener, M., Koch, J.; Erkin, A.; and Zeller, P. (2016), „Bestimmung der kundennutzenoptimalen Produktvielfalt produzierender Unternehmen“, *Zeitschrift für wirtschaftlichen Fabrikbetrieb*, 11/2016, 700-704.

Schuh, G.; Wentzel, D.; Rudolf, S.; Erkin, A.; Gerlach, M. and Schaffrath, K. (2015), „Schnittstellenmanagement in der Business-to-Business-Praxis“, *Zeitschrift für wirtschaftlichen Fabrikbetrieb*, 11/2015, 694-697.

von Walter, B., Wentzel, D. and Tomczak T. (2014), "Bewerber besser ansprechen", *Harvard Business Manager*, March 2014, 12-13.

Henkel, S., Tomczak, T., and Wentzel, D. (2007), "Bringing the Brand to Life: Structural Conditions of Brand Consistent Employee Behavior", *Thesis*, 24 (1), 13-18.

Tomczak, T., Wentzel, D., and Schögel, M. (2007), "Nutella für die Seele", *Handel Heute - Die Zeitschrift des Schweizer Detailhandels*, 100-101.

Pruchnow, J., Schögel, M., Wentzel, D. and Weber, M. (2006), "Success through Differentiation in the High-Tech Industry", *Thexis*, 23 (4), 2-5.

Tomczak, T., Wentzel, D., and Schögel, M. (2006), "Managing mynutella.com: Wenn weniger mehr ist", *persönlich - Die Zeitschrift für Unternehmensführung und Kommunikation*, 98-100.

Kernstock, J. and Wentzel, D. (2005), "Brand Communities: Rituale und Traditionen", *persönlich - Die Zeitschrift für Unternehmensführung und Kommunikation*, 56-58.

Schögel, M., Tomczak, T., and Wentzel, D. (2005), "Communities - Chancen und Gefahren für die marktorientierte Unternehmensführung", *Thexis*, 22 (3), 2-5.