

# LEHRSTUHL BWL, INSB. INTERNATIONALES MANAGEMENT

Universitätsplatz 2, 39106 Magdeburg  
Tel. +49 (0)391 67 18789, Fax +49 (0)391 67 11162  
[http://www.im.ovgu.de/en/homepage\\_im.html](http://www.im.ovgu.de/en/homepage_im.html)

## 1. Leitung

Prof. Dr. Birgitta Wolff (Lehrstuhlinhaberin)  
Vertr.-Prof. Dr. Sven M. Laudien (Lehrstuhlvertreter)

## 2. Veröffentlichungen

### ***Nicht begutachtete Zeitschriftenaufsätze***

#### **Chung, Kim-Leong; Freiling, Jörg; Laudien, Sven M.**

Informal governance and its impact on transactional uncertainty of transnational companies - the case of social relatedness

In: Bremen: Univ., 2013; Online Ressource (PDF-Datei, 15 S.) - (ZenTra working paper series in transnational studies; 2013,15);

#### **Laudien, Sven M.; Freiling, Jörg**

Regional headquarters and their impact on knowledge transfer processes in transnational companies - a small world network perspective

In: Bremen: Univ., 2013, [Online-Ausg.]; Online Ressource (PDF-Datei, 14 S.) - (ZenTra working paper series in transnational studies; 2013,17);

### ***Buchbeiträge***

#### **Freiling, J.; Laudien, Sven M.; Dressel, K.**

Market resistance to innovative service-focused business models - insights from the service-dominant logic

In: 46th Hawaii International Conference on System Sciences (HICSS), 2013. - Piscataway, NJ: IEEE, S. 244-252;

### ***Artikel in Kongressbänden***

#### **Freiling, Jörg; Laudien, Sven M.**

Explaining new venture failure - a competence-based approach

In: Capacites Dynamiques et Innovation. - AIMS, insges. 7 S., 2013;

Kongress: AIMS 2013 conference; (Nice, France): 2013.04.11-12;