PUBLICATIONS

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Refereed Journals:


**Contributions to Edited Volumes**


**Educational Books:**


**Conference Contributions**

- Ergene, E; Kreutzer, M.; Floyd, S. (2017): Strategic Initiatives: A Review and Future Directions, paper presented in Symposium on Interfaces of Strategic Leaders at the Academy of Management Meeting (Atlanta, USA)


- Hettich, E. & Kreutzer, M. (2015): Coping with Coopetition in Multipartner Alliances: The Role of Bridging Activity, paper presented at the Academy of Management (Vancouver, Canada), BPS division


Case Studies / Teaching Material


Other Contributions

- Kreutzer, M. & Hartmann, S. (2020) : Professional Services in der digitalen Transformation, Jahrestagung VHB, Frankfurt bzw. virtuell, 18.03.2020


