

LIST OF PUBLICATIONS

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MUNZEL, A. & KUNZ, W.H. (2014): Creators, multipliers, and lurkers: Who contributes and who benefits at online review sites, *Journal of Service Management*, 25(1), pp. 49-74.

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MUNZEL, A., GALAN, J.-P., & MEYER-WAARDEN, L. (2018): Getting by or getting ahead on social networking sites? The role of social capital in happiness and well-being, *International Journal of Electronic Commerce*, 22(2), pp. 232-257.

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MUNZEL, A. (2013): Interactions within online review sites - Motives, effects, and management, FGM, Munich.

BOOK CHAPTERS

MEYER, A. & MUNZEL, A. (2008): Wie sich die Beziehungen zum Kunden entwickeln, in: MARKANT AG (Ed.), *Faszination Zukunft - Erfolgreiches Handeln im 21. Jahrhundert*, Pfäffikon, pp. 164-167.

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MUNZEL, A., PALLUD, J., & PLOTKINA, D. (2019): The customer's voice: Toward new listening tools, in: G. N'Goala, V. Pez-Perard, & I. Prim-Allaz (Eds.): *Augmented Customer Strategy*, Wiley-ISTE.

CONFERENCE PAPERS

MUNZEL, A., FEIGL, K., BARTSCH, S., & MEYER, A. (2010): Electronic Word-of-Mouth: Impact of motives and information in consumer online reviews on purchase intention and trustworthiness, 18th International Colloquium on Relationship Marketing (ICRM), Henley on Thames, UK, September 2010.

MUNZEL, A., REUTEMANN, B., & MEYER, A. (2011): eWOM and Pricing: How Mindness Hotel Systematically Integrates Customer Online Reviews, Special Section ENTER 11 Industry Cases, 18th International Conference on Information Technology and Travel & Tourism, Innsbruck, Austria, January 2011.

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KLARMANN, M., MEYER-WAARDEN, L., & MUNZEL, A. (2014): Does the Internet Keep the Consumer Empowerment - Happiness Promise? A Reality Check, 3rd Workshop on Customer Empowerment, Montpellier, France, May 2014.

PLOTKINA, D. & MUNZEL, A. (2014): Expert vs. Customer: Opinion Battle. Impact of Online Review Source on the Purchase Intention of New Products, 30e Congrès International AFM, Montpellier, France, May 2014.

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MUNZEL, A. (2014): Customers, Watch Out! Experimental Insights into the Detection of Fake Online Reviews, 43rd Annual Conference of the European Marketing Academy (EMAC), Valencia, Spain, June 2014.

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MEINDL, A. & MUNZEL, A. (2014): What Customers Really Treasure in Real Estate Service Encounters, AMA SERVSIQ 2014 International Service Research Conference, Thessaloniki, Greece, June 2014.

MUNZEL, A., GALAN, J.-P., & MEYER-WAARDEN, L. (2014): Too Many Friends? The Effects of Online Social Network Size and Intimacy on Happiness Through Social Capital, 22nd International Colloquium on Relationship Marketing (ICRM), Newcastle Upon Tyne, UK, September 2014.

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MUNZEL, A. & BORAU, S. (2015): The Good Life of the Powerful Consumer? Effects of Personal and Social Power on Role Satisfaction and Subjective Well-Being, 4th French-German Workshop on Consumer Empowerment and Transformative Services, Strasbourg, France, October 2015.

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PLOTKINA, D., MUNZEL, A., & PALLUD, J. (2017): Don't let them fool you. Detecting fake online reviews, 33e Congrès International de l'Association Française du Marketing (AFM), Tours, France, May 2017.

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