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Name / Titel	Prof. Dr. Marc Kuhn
<p>Kuhn, Marc / Reit, Vanessa / Köpsel, Anne; Pashchenko, Julia / Selinka, Sarah /Schwing, Maximilian (2023): "Let the Driver off the Hook?" Moral Decisions of Autonomous Cars and their Impact on Consumers Well-Being. Conference Paper. AMS Annual Conference, New Orleans 2023.</p> <p>Strobel, Selina /Kuhn, Marc (2023): Business Ecosystems as Vertical Networks? Outlining a Criteria-Based, Multidimensional Ecosystem Landscape. Conference Paper. AMS Annual Conference, New Orleans 2023.</p> <p>Schwing, Maximilian / Marc Kuhn, Marc / Meyer-Waarden; Lars (2023): Understanding the Dynamic Adoption and Outcomes of Shared Micromobility: A Longitudinal Study Based on User Experience. Conference Paper. AMS Annual Conference, New Orleans 2023.</p> <p>Klein-Wiele, Judit / Kuhn, Marc / Mandel, Harald (2023). Mit interdisziplinären Studierendenteams Fragestellungen zur nachhaltigen Mobilität bearbeiten – Praxisbericht zur interdisziplinären Lehre. In: Interdisziplinarität in der Hochschullehre. Hrsg. Von Braßler, Miriam; Brandstädter, Simone; Lerch, Sebastian, S.117-134.</p> <p>Pavone, Giulia./ Cloarec, Julien / Kuhn, Marc / Meyer-Waarden, Lars / Munzel, Andreas (2022): Take your hands off the steering wheel! How well-being, trusting beliefs, privacy concerns affects intention to use semi- and fully autonomous cars 38 ème Congrès International de l'Association Française du Marketing (AFM), Tunis 18-20 May 2022.</p> <p>Herrando, Carolina / Köpsel, Anne / Kuhn, Marc; / Österle, Benjamin;, (2022): "Business-to-Business-to-Brain?" A Structured Literature Review on Neuroscience in B2B-Marketing Using TCCM Analysis. Conference Paper. AMS Annual Conference, Monterey Bay 2022.</p> <p>Schwing, Maximilian / Kuhn, Marc, Meyer-Waarden, Lars (2022): Lime, Bird or Campus Drive? Where Institutions Can Be Ahead of Markets: An Empirical Study About Consumers' Intention to Use Closed-Campus Micromobility. Conference Paper. AMS Annual Conference, Monterey Bay 2022.</p> <p>Grimme, Meike / Yuras, Gabriel / Kuhn, Marc (2022): "Come to Us, We Have Scooters"–Electric Scooter Sharing and Closed-Campus Micromobility: An Empirical Study on Usage Patterns in Different Pandemic Scenarios. Conference Paper. AMS Annual Conference, Monterey Bay 2022.</p> <p>Klein-Wiele, Judit / Knau, Yannik / Kuhn, Marc / Mandel, Harald / Beigel, Daniel (2022): Contributing to the Green Transition with Interdisciplinary Learning Approaches. Conference Paper. International Conference on Interactive</p>	

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