

Curriculum Vitae – Prof. Dr. Sascha Alavi

■ Allgemeine Angaben

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Derzeitige Position: Lehrstuhlinhaber für ABWL, insbesondere Sales Management, Ruhr-Universität Bochum

Co-Leiter des Sales & Marketing Departments, Ruhr-Universität Bochum: 3 Professoren, 3 Habilitanden, 12 interne Doktoranden, 8 externe Doktoranden

■ Kurzübersicht Curriculum Vitae

Forschungsschwerpunkte:

- **Digitalisierungsprozesse** in Marketing und Vertrieb
- **Digitale Transformation** in Organisationen: Konsequenzen und Management
- **Dienstleistungsmanagement** in Unternehmen
- **Marketing – und Vertriebsmanagement**

Publikationen

- 4 x Journal of Marketing (A+)
- 1 x Academy of Management Journal (A+)
- 2 x International Journal of Research in Marketing (A)
- 2 x Journal of Service Research (A)
- 2 x Journal of the Academy of Marketing Science (A)
- 1 x Journal of the Academy of Marketing Science (A), conditional accept
- 2 x Journal of Retailing (A)

^aJournal Ranking gemäß Jourqual des Verbands deutscher Hochschullehrer (VHB)

Drittmittel:

- 377.000€ eingeworbene DFG Drittmittel und 640.000€ DFG Drittmittel als mitverantwortlicher Forscher, u.a. ehemaliger DFG Sonderforschungsbereich TR29

Lehre:

seit 2010 Betreuung von Abschlussarbeiten und Lehrveranstaltungen in den Bereichen Marketing, Management und digitale Unternehmensprozesse, 8 betreute Promotionen

■ Akademische Ausbildung

2016 **Habilitation in Betriebswirtschaftslehre**, Ruhr-Universität Bochum, Betreuer: Prof. Dr. Jan Wieseke, Titel: Theoretical and Empirical Investigations of Sales Management and Pricing, Lehrbefähigung für das Fach Betriebswirtschaftslehre

- 2013 **Dissertation in Betriebswirtschaftslehre**, Ruhr-Universität Bochum, Betreuer: Prof. Dr. Jan Wieseke, Titel: Pricing and Leadership Phenomena in Sales Management – A Theoretical and Empirical Investigation of Internal and External Price Enforcement, Bewertung: summa cum laude
- 2004 – 2009 **Diplom in Betriebswirtschaft**, Universität Mannheim, Notendurchschnitt: 1,6, Titel der Abschlussarbeit: „Professionalisierung des Preismanagements auf Industriegütermärkten“, Betreuer: Prof. Dr. Dr. mult. h.c. Christian Homburg, Note: 1,0
- 2004 **Abitur**, Herder-Gymnasium Gießen, Notendurchschnitt: 1,2

■ Beruflicher Werdegang

- Seit 09/2017 **Universitätsprofessor**, Sales & Marketing Department, Ruhr-Universität Bochum
- 08/2016-08/2017 **Assistenzprofessor**, Marketing, Université Lausanne, Schweiz
- 05/2013-07/2016 **Habilitand**, Sales & Marketing Department (Prof. Dr. Jan Wieseke), Ruhr-Universität Bochum
- 10/2009 – 04/2013 **Doktorand**, Sales & Marketing Department (Prof. Dr. Jan Wieseke), Ruhr-Universität Bochum

■ Berufungen

- 03/2017 Brandenburgische Technische Universität Cottbus-Senftenberg, W3-Professur (abgelehnt)
- 01/2017 Ruhr-Universität Bochum, W3-Professur, (angenommen)
- 01/2016 Warwick Business School, Associate Professor, UK (abgelehnt)
- 10/2015 Université Lausanne, Assistant Professor, CH (angenommen)
- 10/2015 Toulouse Business School, Associate Professor, F (abgelehnt)

■ Auszeichnungen & Ehrungen

- 08/2020 **Best Paper Award, Journal of Personal Selling and Sales Management**, Marvin Jolson Award for the Best Contribution to Sales Management Research; Mit Johannes Habel, Kim Linsenmeyer
- 02/2019 **Best Paper Award der Winter Marketing Educators' Conference 2019** der American Marketing Association, Track: Consumer Complexity; *The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context*. Mit J. Sipilä, L. Schons, C. Schmitz, S. Dörfer.
- 11/2014 **Dissertationspreis** für exzellente Forschung im Handelsbereich, verliehen von der Erich-Kellerhals-Stiftung der Technischen Hochschule Ingolstadt.
- 09/2014 **Dissertationspreis; Büropa-Preis für Handelsforschung**, verliehen von der Büropa-Stiftung im Stifterverband für die Deutsche Wissenschaft e.V..
- 12/2013 **Dissertationspreis** "IMU Research for Practice Award", verliehen von dem Institut für marktorientierte Unternehmensführung (IMU) der Universität Mannheim.
- 11/2013 **Dissertationspreis**; Gebrüder-Deschauer-Preis für herausragende akademische Leistungen im Rahmen der Dissertation, verliehen von der Ruhr-Universität Bochum.

02/2013 **Best Paper Award und Honorable Mention Award** auf der **Winter Marketing Educators' Conference 2013** der American Marketing Association, Track: Organization and Customer Dynamics in Sales; *Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations*. Mit J. Wieseke, J. Habel.

04/2011 – 04/2013 **Promotionsstipendium der Studienstiftung des deutschen Volks**

■ Weitere Tätigkeiten

Seit 07/2020 **Editorial Review Board**, Journal of Service Research.

Seit 03/2019 **Guest Editor**, Journal of Personal Selling and Sales Management, Special Issue: “The Human Touch in Digital Transformation Processes”.

Seit 06/2019 **Wissenschaftlicher Beirat**, Sales Innovation Lab GmbH, Weiterbildungsgesellschaft des SMD der Ruhr-Universität Bochum.

Seit 04/2019 **Editorial Review Board**, Journal of the Academy of Marketing Science.

Seit 03/2019 **Editorial Review Board**, Journal of Personal Selling and Sales Management.

Seit 10/2018 **Wissenschaftlicher Beirat**, young.perspectives, studentische Beratung, Bochum.

Seit 08/2015 **Associate Editor** für Sales Management, European Journal of Marketing.

Seit 01/2018 **Gutachter** für die Stiftung des deutschen Volkes, Bonn.

■ Gutachtertätigkeiten bei international referierten Fachzeitschriften

Journal of Retailing [A], Journal of Service Research [A], International Journal of Research in Marketing [A], Journal of the Academy of Marketing Science [A], Journal of Product Innovation Management [A], Journal of Personal Selling and Sales Management [B], Review of Managerial Science [B], Psychology & Marketing [B], Zeitschrift für betriebswirtschaftliche Forschung (zfbf) [B], European Journal of Marketing [C], Journal of Retailing and Consumer Services [C], Sustainability [C]

■ Drittmittelprojekte

Seit 06/2018 DFG-Forschungsprojekt: “Customer Value Opportunity Recognition in Value-Creating Sales”, Fokus: Vertriebs- und Serviceprozesse & digitale Transformation; Projektleiter: Prof. Dr. Sascha Alavi, Volumen: 257.000€.

Seit 01/2018 Mitverantwortlicher Forscher, DFG-Forschungsprojekt: “The Impact of the Digital Sales Work Environment on Value-Creating Sales”, Fokus: Vertriebsprozesse & digitale Transformation; Projektleiter: Prof. Dr. Nancy Wunderlich, Volumen: 200.000€.

Seit 01/2018 Mitverantwortlicher Forscher, DFG-Forschungsprojekt: “Sales Management Design for Value-Creating Sales”, Fokus: Mitarbeiterführung & digitale Transformation; Projektleiter: Prof. Dr. Christian Schmitz, Volumen: 230.000€.

08/2013– 07/2015 DFG Sonderforschungsbereich, Transregio 29, Titel: “Engineering of Hybrid Product Service Systems”, Fokus: Management digitaler Transformation bei komplexen Produkt-Dienstleistungsbündeln; Projektleiter: Dr. Alavi/Prof. Dr. Wieseke, Volumen: 120.000€.

05/2011 – 09/2015 Mitverantwortlicher Forscher, DFG-Forschungsprojekt: “Kunden- und Verkäuferstrategien der Preisdurchsetzung – eine mehrerebenen Untersuchung von Kunden-Verkäufer Interaktionen”, Projektleiter: Prof. Dr. Jan Wieseke, Volumen: 210.000€

■ Externe Forschungsvorträge

- 24/01/2020 „Variable Compensation & Salespeople’s Health“, Jahrestagung, Marketingkommission, Verband deutscher Hochschullehrer (VHB), Universität Münster.
- 27/11/2019 „Do New Digital Technologies Pay Off in Sales & Marketing? Effects of Digital Transformation on Sales Organizations“, Forschungsseminar, Universität Mannheim.
- 30/10/2019 „How Digital Transformation Changes Firm Service Effectiveness and Efficiency“, Forschungsseminar, Universität zu Köln.

■ Publikationen [Journal Ranking angegeben in Klammern, basierend auf dem Ranking des Verbands deutscher Hochschullehrer für BWL (VHB)]

- Mikolon, Sven, Sascha Alavi & Anika Reynders: “The Catch-22 of Countering a Moral Occupational Stigma in Employee-Customer Interactions”, *Academy of Management Journal*, forthcoming. [A+]
- Ryari, Hanaa, Sascha Alavi & Jan Wieseke (2020, forthcoming): “Drown or Blossom? The Impact of Perceived Time Pressure on Retail Salespeople’s Performance and Customer-Salesperson Relationships”, *Journal of Retailing*, <https://doi.org/10.1016/j.jretai.2020.05.005>. [A]
- Schmitz, Christian, Max Friess, Sascha Alavi, & Habel, Johannes (2020), “Understanding the Impact of Relationship Disruptions”, *Journal of Marketing*, Vol. 84 (1), 66-87. [A+]
- Alavi, Sascha, Johannes Habel, Marco Schwenke & Christian Schmitz (2019, forthcoming), “Negotiating for Services: Elucidating the Ambivalent Effects on Customers’ Negotiation Aspirations”, *Journal of the Academy of Marketing Science*, DOI: 10.1007/s11747-019-00676-4. [A]
- Alavi, Sascha, Johannes Habel, & Kim Linsenmayer (2019), “Unraveling the black box of adaptive selling: To what, how, and with what effect do salespeople adapt their selling behaviors?”, *Journal of Personal Selling and Sales Management*, DOI: 10.1080/08853134.2019.1642765. [B]
- Habel, Johannes, Roland Kassemeier, Sascha Alavi, Philipp Haaf, & Christian Schmitz (2019), “When do customers perceive customer centricity? The role of a firm’s and salespeople’s customer orientation”, *Journal of Personal Selling & Sales Management*, DOI: 10.1080/08853134.2019.1631174. [B]
- Alavi, Sascha, Johannes Habel, Paolo Guenzi, & Jan Wieseke (2018), “The Role of Leadership in Salespeople’s Price Negotiation Behavior,” *Journal of the Academy of Marketing Science*, 46(4), 703-724. [A]
- Alavi, Sascha, Johannes Habel, Christian Schmitz, Bianca Richter & Jan Wieseke (2018), “The Risky Side of Inspirational Appeals in Personal Selling: When Do Customers Infer Ulterior Salesperson Motives?”, *Journal of Personal Selling & Sales Management*, 38(3), 323-343. [B]
- Habel, Johannes, Sascha Alavi, & Doreén Pick (2017), “When Serving Customers Includes Correcting Them: Understanding the Ambivalent Effects of Enforcing Service Rules,” *International Journal of Research in Marketing*, 34(4), 919-941. [A]
- Homburg, Christian, Sascha Alavi, Thomas Rajab, & Jan Wieseke (2017): “The Contingent Roles of R&D-Sales versus R&D-Marketing Integration in New Product Development of Business-to-Business Firms”, *International Journal of Research in Marketing*, Vol 34 (1), 212-230. [A]
- Habel, Johannes, Sascha Alavi, Jan Wieseke, Christian Schmitz, & Janina-Vanessa Schneider (2016): “When Do Customers Get What They Expect? Understanding the Ambivalent Effects of Customers’ Service Expectations on Satisfaction,” *Journal of Service Research*, Vol. 19 (4), 361-369. [A]
- Habel, J.; Schons, L.; Alavi, S., & Wieseke, J. (2016): “Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers’ Perceived Price Fairness”, *Journal of Marketing*, Vol. 80 (1), 84-105. [A+]

- Alavi, S.; Wieseke, J., & Guba, J. (2016): “Saving on Discounts through Accurate Sensing – Salespeople’s Estimations of Customer Price Importance and their Effects on Negotiation Success”, *Journal of Retailing*, Vol. 92 (1), 40-55. [A].
- Alavi, S.; Bornemann, T.; & Wieseke, J. (2015): Gambled Price Discounts – A Remedy to the Negative Side-Effects of Regular Price Discounts, in: *Journal of Marketing*, 79 (März), S. 62-78. [A+]
- Wieseke, J.; Alavi, S.; & Habel, J. (2014): Willing to Pay More, Eager to Pay Less: The Role of Customer Loyalty in Price Negotiations, in: *Journal of Marketing*, 78 (November), 17-37. [A+]
- Wieseke, J.; Alavi, S.; Habel, J., & Dörfer, S. (2013): Effective Strategies in the Personal Selling of Luxury Brands, in: *Journal of Research and Management*, 35 (2), 131-144. [C]
- Wieseke, J.; Kraus, F.; Alavi, S., & Kessler-Thönes, T. (2011): Motivation Spillover: How Leaders Motivation Transfers to Customer Service Representatives, in: *Journal of Service Research*, Vol. 62, No. 2, p. 214-234. [A]
- Totzek, D.; Alavi, S. (2010): Professional Price Management in Business-to-Business Markets: The Role of Market Orientation and Corporate Culture, in: *Schmalenbach’s Business Review*, 62 (5), 534-563. [B]

■ Konferenz-Publikationen

- Oproiescu A. I.; Alavi S. (2020): „Contingent Effects of Smart CRM Technology Implementation on Financial Performance”, *AMA Winter Academic Conference Proceedings*, Vol. 31, San Diego, 2020.
- Uysal Ertugrul, Bezençon Valéry, Alavi Sascha (2020), Facing Alexa, the powerful lower their guard: anthropomorphization of smart personal assistants decreases privacy concerns for people with high sense of power. *Proceedings of the European Marketing Academy*, 49th.
- Ahearne, M.; Alavi, S.; Habel, J.; Krämer, M.: When does reducing sales force incentives help or harm? – Understanding the trade-off between quantity and quality of salespeople’s effort, *AMA Winter Academic Conference*, San Diego, 2020.
- Schendzielarz, D.; Alavi, S.: Marketing of Smart Products – An Empirical Investigation of the Interplay between Consumer Perceptions, Smart Products and a Transparency-oriented Marketing Communication, *AMA Winter Marketing Educators’ Conference*, San Diego, 2020.
- Maag, V.; Alavi, S.; Wieseke, J.: The Role of Sales and Marketing in B2B-Oriented Start-ups Across Their Development Stages, *2020 AMA Winter Academic Conference*, San Diego, 2020.
- Alavi, S.; Schäfer, B.; Rusche, H.; Habel, J.; Schmitz, C.: Status Incentives in Sales: Why Public Recognition Can Be a Threat to Salespeople’s Performance, *AMA Winter Marketing Educators’ Conference*, San Diego, 2020.
- Alavi, S.; Brundtke, M.: You Can Make it: How Leaders’ Call for Perseverance Strains Sales Employees in Complex Solution Selling Contexts, *AMA Winter Marketing Educators’ Conference*, Austin, 2020.
- Schneider, J.-V.; Alavi, S.; Guba, J.H.; Wieseke, J.; Schmitz, C.: When do forecasts fail and when not? Contingencies affecting the accuracy of sales managers’ forecast regarding the future business situation, *AMA Winter Academic Conference*, San Diego, 2020.
- Alavi, S.; Baudach, J.; Wieseke, J.; Habel, J.: Detrimental Effects of Manager’s Ethical Misconduct – The Concept and Measurement of Stereotypes toward Managers, *AMA Winter Marketing Educators’ Conference*, San Diego, 2020.
- Schwenke, M., Habel, J., Alavi, S.: Give the Customer an Inch and Prepare for Giving a Mile: The Effect of Salesperson’s Customer Orientation on Customers’ Negotiation Aspirations, *AMA Winter Marketing Educators’ Conference San Diego*, 2020.
- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness. *Association for Consumer Research Conference*, October 2019, in San Diego, CA.


- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness. *Business & Society Seminar*, VU Amsterdam, June 2019.
- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness. *AMA Winter Marketing Educators' Conference, Austin, 2019*.
- Schendzielarz, D.; Alavi, S.; Guba, J.: Transformational tools in customer acquisition – understanding ambivalent effects of salespeople's social media usage on customer acquisition success, *AMA Winter Marketing Educators' Conference, Austin, 2019*.
- Schons, L.; Sipilä, J., Alavi, S.; Habel, J.; Müller, U.: The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness, *AMA Winter Marketing Educators' Conference, Austin, 2019*.
- Sipilä, J.; Schons, L.; Dörfer, S.; Alavi, S.; Wieseke, J.: The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context, *AMA Winter Marketing Educators' Conference, Austin, 2019*.
- Alavi, S.; Henke, C.; Wieseke, J.; Schmitz, C.; Brüggemann, F.: The Troublesome Transformation from Product to Service in B2B Contexts: Which Salesperson Behaviors are effective in Industrial Service Selling?, *AMA Winter Marketing Educators' Conference, Austin, 2019*.
- Oproiescu, A.; Alavi, S.; Schmitz, C.; Wieseke, J.: Does digital Transformation in B2B Sales really pay off? – The Core Role of selling complexity, *AMA Winter Marketing Educators' Conference, Austin, 2019*
- Kassemeier, R.; Alavi, S.; Habel, J.; Schmitz, C.: The Role of Salespeople's Customer Orientation in Price Negotiations, *AMA Winter Marketing Educators' Conference, Austin, 2019*
- Richter, B.; Alavi, S.; Habel, J.; Wieseke, J.: Tough Love for the Customer – Understanding the Ambivalent Effects of Need-Driven versus Need-Driving Customer Orientation in Personal Selling, *EMAC Annual Conference, Glasgow, 2018*.
- Mikolon, S., Alavi, S.: Salespeople's Stereotype Countering Tactics, *EMAC Annual Conference, Glasgow, 2018*.
- Richter, B.; Alavi, S.; Habel, J.; Wieseke, J.: Tough Love for the Customer – Understanding the Ambivalent Effects of Need-Driven versus Need-Driving Customer Orientation in Personal Selling, *AMA Winter Marketing Educators' Conference, New Orleans, 2017*.
- Friess, M.; Schmitz, C.; Alavi, S.; Habel, J.; Wieseke, J.; Is There a Good Side of Divorce? The Effect of Customer Relationship Disruptions on New Business Development, *AMA Winter Marketing Educators' Conference, New Orleans, 2017*.
- Habel, Johannes, Sascha Alavi, Laura Schons, und Urs Müller (2017): "The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness," *EMAC 2017, Groningen*.
- Alavi, Sascha, Johannes Habel, Jan Wieseke, Nick Lee, und Philipp Haaf (2017): "Good Intention Gone Bad: Understanding the Effects of Salespeople's Positive Implicit Attitudes towards Customers," *EMAC 2017, Groningen*.
- Wieseke, Jan, Sascha Alavi, Johannes Habel, Christian Schmitz, and Felix Brüggemann (2016): "The Role of Sales in Hybrid Offerings," *EMAC 2016, Oslo*.
- Wieseke, Jan, Sascha Alavi, Johannes Habel, Christian Schmitz, und Felix Brüggemann (2016): "The Ambivalent Role of Variable Compensation in Industrial Servitization," *EMAC 2016, Oslo*.
- Wieseke, J.; Habel, J.; Alavi, S.; Schwenke, M.: "The Customer is King" of the Price Negotiation: When Customer Orientation Harms Price Enforcement in Personal Selling, *Winter Marketing Educators' Conference, Las Vegas, 2016*. [D]
- Wieseke, J.; Habel, J.; Alavi, S.; Dörfer, S.: Warm Glow vs. Cold Facts: Effective Salesperson Communication in Luxury Selling, *Winter Marketing Educators' Conference, Las Vegas, 2016*. [D]

- Artz, Martin, Johannes Habel, Sascha Alavi, and Jan Wieseke (2015): “Strategy Implementation by Performance Measure Disaggregation: Evidence from a Quasi-field Experiment in Sales Retailing,” *Annual Congress of the European Accounting Association*, Glasgow.
- Wieseke, J.; Alavi, S. (2014): The Extended Price Enforcement Chain, *Winter Marketing Educators' Conference*, Orlando, 2014. [D]
- Wieseke, J.; Alavi, S.; Habel, J. (2014): Two-Sided Appeals in Personal Selling: When Do They Work?, *Thought Leadership on Sales Profession Conference*, Columbia University, New York.
- Wieseke, J.; Alavi, S.; Habel, J. (2014): The Role of Efficiency Orientation in Personal Selling, *Winter Marketing Educators' Conference*, Orlando, 2014. [D]
- Homburg, C.; Rajab, T.; Alavi, S.; Wieseke, J. (2014): How Functional Diversity Drives Conflict Between R&D and Sales in New Product Development—A cross-industry examination, *Winter Marketing Educators' Conference*, Orlando, 2014. [D]
- Wieseke, J. Alavi, S. (2013): The Conventional and Alternative Chain of Price Enforcement, *4th Conference on Enhancing Sales Force Productivity*, Münster, 2013.
- Wieseke, J.; Alavi, S.; Habel, J. (2013): The Role of Efficiency Orientation in Personal Selling, *4th Conference on Enhancing Sales Force Productivity*, Münster, 2013.
- Homburg, C.; Rajab, T.; Alavi, S.; Wieseke, J. (2013): R&D-Sales Integration in the Initial Stage of New Product Development: Does It Always Benefit Product Innovation Success?, *Global Sales Science Conference*, Aalen, 2013.
- Wieseke, J.; Alavi, S.; Habel, J. (2012): Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations, *AMA Winter Marketing Educators' Conference*, Las Vegas, 2012. [D]
- Wieseke, J.; Alavi, S. (2011): Taking Chances with the Pitfalls of Price Discounts: A Case for Gambled Price Discounts, *ANZMAC- Australian and New Zealand Marketing Academy*, Perth, Australien. [D]

■ Buchkapitel

- Alavi, S., Wieseke, J., Isenberg, L., Bayrak, M. (2018), Role of Service Engineering and Sales-Cooperation—The Ambivalent Impact of Cooperation Quality in Developing Customized Solutions, in: *Service Business Development*, Springer Gabler, Wiesbaden, p. 357-394.
- Wieseke, J.; Mauer, M.; Alavi, S. (2012), Personal Selling for Luxury Brands: The Effect of Cognitive and Affective Influence Strategies on Customer Value Perceptions, in: *Luxury Marketing – A Challenge for Theory and Practice*, Wiedmann, K.-P.; Hennigs, N.; Springer Gabler (Eds.), Wiesbaden, p. 359-377.
- Wieseke, J., Alavi, S., Habel, J., Dörfer, S. (2017), Besonderheiten im persönlichen Verkauf von Luxusmarken; in: *Luxusmarkenmanagement*, Springer Gabler, Wiesbaden, p. 395-419.

Bochum, Oktober 2020



Sascha Alavi