Publications – Prof. Dr. Aline Lanzrath



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Publications (Peer-Reviewed)

1. Junker, S., Lanzrath, A., & Homburg, C. (2026). Implementing pricing authority delegation in business-to-business sales: Performance consequences and boundary conditions. Journal of Personal Selling & Sales Management, 1–20. https://doi.org/10.1080/08853134.2026.2735249.

2. Huang, G., Lanzrath, A. I., & Homburg, C. (2026). When sustainability sells: Fostering buyer-perceived value in business-to-business markets. Industrial Marketing Management, 137, 17–30. https://doi.org/10.1016/j.indmarman.2026.07.002.

3. Mettler, J., Lanzrath, A., & Homburg, C. (2026). EXPRESS: Extended Reality in Business-to-Business Sales: Performance Implications, Adoption Drivers, and Contingency Effects. *Journal of Marketing* **(FT50),** online first.

4. Huang, G., Lanzrath, A. I., & Homburg, C. (2026). When do high prices sell better for sustainable products in business-to-business markets? The role of price–sustainability fit. *Industrial Marketing Management,* 134, 172–185. https://doi.org/10.1016/j.indmarman.2026.02.012.

5. Holz, F., Lanzrath, A. I., & Homburg, C. (2026). Navigating public procurement: strategic sales and pricing approaches in business-to-government markets. *Journal of Personal Selling & Sales Management,* 1–19. https://doi.org/10.1080/08853134.2026.2632074

6. Lanzrath, A., Homburg, C., & Ruhnau, R. (2025). Women's underrepresentation in business-to-business sales: Reasons, contingencies, and solutions. *Journal of the Academy of Marketing Science* **(FT50),** 53, 533–562. https://doi.org/10.1007/s11747-023-00988-6

7. Lanzrath, A., Homburg, C., & Ruhnau, R. (2024). Increasing graduates' interest in B2B sales: How to dispel lay beliefs, fight stigma, and create a profession of choice. *Journal of Personal Selling & Sales Management,* 44(3), 274–292. https://doi.org/10.1080/08853134.2023.2289701

8. Lanzrath, A. (2024). Der Tochtereffekt: Beeinflusst das Aufziehen von Töchtern geschlechtsbezogene Einstellungen von Vätern am Arbeitsplatz? *Junior Management Science,* 9(4), 1859–1900. https://doi.org/10.5282/jums/v9i4pp1859-1900

Publications in Practitioner-Oriented Journals

1. Lanzrath, A. (2026). Marketing verbindet, wo Algorithmen enden. *Absatzwirtschaft*.
2. Lanzrath, A., Homburg, C., & Ruhnau, R. (2026). Why B2B Sales Is Still Struggling to Attract Women—And What We Can Do About It. *AMS Sparks (Academy of Marketing Science).*
3. Lanzrath, A., Homburg, C., & Ruhnau, R. (2024). Wege aus dem Fachkräftemangel: Wie der Vertrieb attraktiver für den Nachwuchs wird. *WirtschaftsWoche.*
4. Ruhnau, R., Lanzrath, A., & Homburg, C. (2024). So geht es Frauen im Vertrieb. *Sales Excellence.*

Refereed Conference Proceedings and Presentations (selected)

1. Lanzrath, A. (2026). Gender Diversity in Sales. Sales Productivity Conference. Thessaloniki, Greece.
2. Schröder, A., Lanzrath, A., & Homburg, C. (2026). Turning Transparency into Competitive Advantage: Digital Product Passports as Strategic Marketing Instruments. European Marketing Academy Annual Conference (EMAC), Bath, UK.
3. Weber N., Homburg, C., & Lanzrath, A. (2026). Technology-Enabled Collaboration Between Sales & R&D. American Marketing Association Summer Academic Conference. Denver, USA.
4. Lanzrath, A., Jones, E., & Hartmann, N. (2025). Bottom-up B2B sales. European Marketing Academy Annual Conference (EMAC), Madrid, Spain.
5. Huang, G., Lanzrath, A., & Homburg, C. (2024). Do higher prices sell better? The role of price–sustainability fit in selling sustainable products to B2B customers. American Marketing Association Summer Academic Conference, Boston, USA.
6. Lanzrath, A. (2023). Talent and Diversity Management in Sales, HICE, Honolulu, USA.
7. Lanzrath, A., Homburg, C., & Ruhnau, R. (2022). Winning the war for sales talent. American Marketing Association Winter Academic Conference, Las Vegas, USA.
8. Lanzrath, A., & Ruhnau, R. (2022). Fighting the stigma of sales: How to create a profession of choice. European Marketing Academy Annual Conference (EMAC), Budapest, Hungary

Contributions to Textbooks

1. Homburg, C. (Ed.). *Marketingmanagement*: Strategie – Instrumente – Umsetzung – Unternehmensführung (7th Edition.). Role: Contributing author. Contributions: Chapters on B2B marketing theory, market research in the context of machine learning, and sales management.

2. Homburg, C. (Ed.). *Marketing Management – Übungsbuch* (2nd Edition).
   Role: Contributing author. Contributions: Development of exercises and cases aligned with updates in the textbook and recent developments in marketing and sales.