

Publikationen

(2018): Dynamic effects of user- and marketer-generated content on consumer purchase behavior: Modeling the hierarchical structure of social media websites. In: Decision Support Systems, vol. 113, no. September, pp. 43-55. DOI: 10.1016/j.dss.2018.07.001.

(2018): Teaching how to visualize Big Data from an Audience's Point of View - An interdisciplinary approach to adaptive learning and teaching systems. In: Proceedings der CORE Conference 2017: Innovation in Higher Education - LEARNING SPACES - formal, informal, virtual, real (30.11./01.12.2017; Heidelberg).