

List of publications by Katja Gelbrich

Refereed journal articles

(Ranking
refers to date of
publication)

VHB-Ranking A and A+

- [RA11] Gelbrich, K.; Roschk, H.; Miederer, S.; Kerath, A. (2026): Automated Versus Human Agents: A Meta-analysis of Customer Responses to Robots, Chatbots, and Algorithms and Their Contingencies, in: Journal of Marketing, Vol. 90, No. 2, 1-26. (*Ranking: A+*)
Download: <https://doi.org/10.1177/00222429251344139>
- [RA10] Grégoire, Y.; Gelbrich, K.; Orsingher, C.; Van Vaerenbergh, Y. (2025): Breaking the Mold. Redefining Service Failure and Recovery, in: Journal of Service Research, Vol. 28, No. 3, 375-381. (*Ranking: A*)
Download: <https://doi.org/10.1177/10946705251341513>
- [RA9] Gäthke, J.; Gelbrich, K.; Chen, S. (2022): A Cross-National Service Strategy to Manage Product Returns: E-tailers' Return Policies and the Legitimizing Role of the Institutional Environment, in: Journal of Service Research, Vol. 25, No. 3, pp. 402-421. (*Ranking: A*)
Download: <https://journals.sagepub.com/doi/pdf/10.1177/1094670521989440>
- [RA8] Gelbrich, K.; Hagel, J.; Orsingher, C. (2021): Emotional Support from a Digital Assistant in Technology-Mediated Services: Effects on Customer Satisfaction and Behavioral Persistence, in: International Journal of Research in Marketing, Volume 38, No. 1, pp. 176-193. (*Ranking: A*)
Download: https://www.ku.de/fileadmin/160111/Publikationen/2021_Gelbrich_et_al.Emotional_support_from_a_digital_assistant.pdf
- [RA7] Nazifi, A.; Gelbrich, K.; Grégoire, Y.; Koch, S.; El-Manstrly, D.; Wirtz, J. (2021): Proactive Handling of Flight Overbooking. How to Reduce Negative eWOM and the Costs of Bumping Customers, in: Journal of Service Research, Vol. 24, No. 2, pp. 206-225. (*Ranking: A*)
Download: <https://journals.sagepub.com/doi/pdf/10.1177/1094670520933683>
- [RA6] Roschk, H.; Gelbrich, K. (2017): Compensation Revisited: A Social Resource Theory Perspective on Offering a Monetary Resource After a Service Failure, in: Journal of Service Research, Vol. 20, No. 4, pp. 393-408. (*Ranking: A*)
- [RA5] Gelbrich, K.; Gäthke, J.; Grégoire, Y. (2015): How Much Compensation Should a Firm Offer for a Flawed Service? An Examination of the Non-Linear Effects of Compensation on Satisfaction, in: Journal of Service Research, Vol. 18, No. 1, pp. 107-123. (*Ranking: A*)
- [RA4] Roschk, H.; Gelbrich, K. (2014): Identifying Appropriate Compensation Types for Service Failures: A Meta-analytic and Experimental Analysis, in: Journal of Service Research, Vol. 17, No. 2, pp. 195-210. (*Ranking: A*)
- [RA3] Gelbrich, K. (2011): I Have Paid Less Than You. The Emotional Consequences of Advantaged Price Inequality, in: Journal of Retailing, Vol. 87, No. 2, pp. 207-224. (*Ranking: A*)
- [RA2] Gelbrich, K.; Roschk, H. (2011): A Meta-Analysis of Organizational Complaint Handling and Customer Responses, in: Journal of Service Research, Vol. 14, No. 1, pp. 24-43. (*Ranking: A*)
- [RA1] Gelbrich, K. (2010): Anger, Frustration, and Helplessness after Service Failure. Coping Strategies and Effective Informational Support, in: Journal of the Academy of Marketing Science, Vol. 38, No. 5, pp. 567-585. (*Ranking: A*)

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VHB-Ranking B

- [RB10] Miederer, S.; Gelbrich, K.; Roschk, H.; Hosseinpour, M. (2026): Agent-Related Perceptions of Automated versus Human Agents and the Role of Task-Related Risk: A Meta-Analysis, in: Psychology and Marketing, Vol. 43, No. 11, pp. Pages 3253-3264. (*Ranking: B*)
Download: <https://doi.org/10.1002/mar.70216>
- [RB9] Gelbrich, K.; Kerath, A.; Chun, H. (2023): Matching Digital Companions with Customers: The Role of Perceived Similarity, in: Psychology and Marketing, Vol. 40, pp. 2291-2305. (*Ranking: B*)
Download: <http://doi.org/10.1002/mar.21893>
- [RB8] Gelbrich, K.; Voigt, S.; Nazifi, A. (2023): Remedy Management for Product Recalls in the Automotive Industry: How Car Dealers Should Time the Repair and Communicate its Outcome, in: Journal of Business Research, Vol. 167, November 114173. (*Ranking: B*)
- [RB7] Wirtz, J.; Fritze, M. P.; Jaakkola E.; Gelbrich, K.; Hartley, N. (2021): Service Products and Productization, Journal of Business Research, Vol. 137, No. 12, pp. 411-421. (*Ranking: B*)
Download:
https://www.ku.de/fileadmin/160111/Publikationen/2021_Service_Products_Productization.pdf
- [RB6] Gelbrich, K.; Gäthke, J.; Hübner, A. (2017): Rewarding Customers Who Keep a Product: How Positive Reinforcement Affects Customers' Product Return Decision in Online Retailing, in: Psychology & Marketing, Vol. 34, No. 9, pp. 853-867. (*Ranking: B*)
- [RB5] Gelbrich, K.; Gäthke, J.; Grégoire, Y. (2016): How a Firm's Best versus Normal Customers React to Compensation after a Service Failure, in: Journal of Business Research, Vol. 69, No. 10, pp. 4331-4339. (*Ranking: B*)
- [RB4] Gelbrich, K.; Stedham, Y.; Gäthke, D. (2016): Cultural Discrepancy and National Corruption: Investigating the Difference between Cultural Values and Practices and Its Relationship to Corrupt Behavior, in: Business Ethics Quarterly, Vol. 26, No. 2, pp. 201-225. (*Ranking: B*)
- [RB3] Gelbrich, K.; Roschk, H. (2011): Do Complainants Appreciate Overcompensation? A Meta-Analysis on the Effect of Simple Compensation vs. Overcompensation on Post-complaint Satisfaction, in: Marketing Letters, Vol. 22, No. 1, pp. 31-47. (*Ranking: B*)
- [RB2] Gelbrich, K. (2009): Beyond Just Being Dissatisfied. How Angry and Helpless Customers React to Failures When Using Self-Service Technologies, in: Schmalenbach Business Review (sbr), Vol. 61, No. 2, pp. 40-59. (*Ranking: B*)
- [RB1] Müller, S.; Gelbrich, K. (2000): Interkulturelle Kompetenz als neuartige Anforderung an Entsandte: Status quo und Perspektiven der Forschung, in: zfbf Zeitschrift für betriebswirtschaftliche Forschung, 53. Jg., Nr. 5, S. 246-272. (*Ranking: B*)

VHB-Ranking C

- [RC7] Nazifi, A.; El-Manstrly, D.; Gelbrich, K. (2020): Customers' Reactions to Different Organizational Tactics in a Service Termination Context, in: European Journal of Marketing, Vol. 54, No. 1, pp. 26-48. (*Ranking: C*)

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- [RC6] Gelbrich, K.; Roschk, H.; Gafeeva, R. (2016): A Cross-National Observation of Counter-Cultural Consumer Behaviour, in: Marketing ZFP – Journal of Research and Management, Vol. 38, No. 3 pp. 150-162. (*Ranking: C*)
- [RC5] Gelbrich, K.; Sattler, B. (2014): Anxiety, Crowding, and Time Pressure in Public Self-Service Technology Acceptance, in: Journal of Services Marketing, Vol. 28, No. 1, pp. 82-94. (*Ranking: C*)
- [RC4] Roschk, H.; Müller, J.; Gelbrich, K. (2013): Age Matters. How Developmental Stages of Adulthood Affect Customer Reaction to Complaint Handling Efforts, in: Journal of Retailing and Consumer Services, Vol. 20, No. 2, pp. 154-164. (*Ranking: C*)
- [RC3] Soye, K., Hoffmann, S.; Wünschmann, S., Gelbrich, K. (2009): Pro-environmental Value Orientation across Cultures. Development of a German and Russian Scale, in: Social Psychology, Vol. 40, No. 4, pp. 222-233. (*Ranking: C*)
- [RC2] Gelbrich, K. (2008): A Contingency Model of Cross-Cultural Adjustment, in: Die Unternehmung, 52. Jg., Nr. 3, pp. 225-273. (*Ranking: C*)
- [RC1] Gelbrich, K. (2004): The Relationship between Intercultural Competence and Expatriate Success. A Structural Equation Model, in: Die Unternehmung, 58. Jg., Nr. 3/4, pp. 261-278. (*Ranking: C*)

VHB-Ranking E and non-ranked refereed journals

- [RE2] Gelbrich, K.; Gäthke, D.; Westjohn, S. A. (2012): Anthropomorphism and Allegory in Advertising Across Cultures. Effects on Memory and Persuasion, in: Journal of Euromarketing, Vol. 21, No. 4, pp. 174-192. (*Ranking: E*)
- [RE1] Müller, S.; Hoffmann, S.; Schwarz, U.; Gelbrich, K. (2011): The Effectiveness of Humor in Advertising: A Cross-Cultural Study in Germany and Russia, in: Journal of Euromarketing, Vol. 20, No. 1 & 2, pp. 7-20. (*Ranking: E*)
- [RO1] Gelbrich, K.; Gäthke, D.; Westjohn, S. A. (2012): The Effectiveness of Absurdity in Advertising Across Cultures, in: Journal of Promotion Management, Vol. 18, No. 4, pp. 393-413. (*Ranking: -*)

Accepted conference papers

- [CP40] Kaplan, B.; Minton, E.; Gelbrich, K. (2026): AI naming strategies in customer service: a systematic literature review, Paper accepted at the 35th Annual Frontiers in Service Conference, Helsinki (Finland), June 29 – July 2.
- [CP39] Gelbrich, K.; Kerath, A. (2025): Male, female, or neutral? A meta-analysis on the gender of service robots, Paper presented at the 34th Annual Frontiers in Service Conference, Montréal (Canada), July 16-20.
- [CP38] Gelbrich, K.; Miederer, S.; Kerath, A.; Roschk, H. (2024): Can automated agents help with labor shortages? A meta-analysis of customer responses to automated vs. human service agents, at the 13th International AMA SERV SIG conference, Bordeaux, France, June 05-08, 2024.
- [CP37] Gelbrich, K.; Miederer, S.; Kerath, A.; Roschk, H. (2023): Can robotic agents serve customers like a human? A meta-analysis on customer responses to robotic vs. human agents, paper presented at the QUIS18 conference at VinUniversity Hanoi, Vietnam, June 20-23, 2023.

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- [CP36] Gelbrich, K.; Miederer, S.; Kerath, A.; Roschk, H. (2023): Can machines replace human service employees? A meta-analysis on customer responses to robotic vs. human agents, paper accepted at the Frontiers in Service Conference at Maastricht University, The Netherlands, June 15-18, 2023.
- [CP35] Gelbrich, K.; Kerath, A.; Chun, H. (2022): Digital companions in marketing: the crucial roles of perceived similarity and perceived humanlikeness in driving of customer outcomes, paper presented at the AIRSI2022 conference, Glasgow, University of Zaragoza (virtual conference), July 11-13, 2022.
- [CP34] Gelbrich, K.; Chun, H.; Kerath, A.; Hagel, J. (2022b): Increasing customer outcomes through virtual companions in digital services, paper presented at the 12th International AMA SERVSI conference, Glasgow, UK, June 16-18, 2022.
- [CP33] Gelbrich, K.; Chun, H.; Kerath, A.; Hagel, J. (2022a): Imbuing digital services with a human touch: The positive effects of digital companions, paper presented at the 17th International Research Symposium on Advancing Service Research and Practice (QUIS), Valencia, Spain, January 12-15, 2022.
- [CP32] Hagel, J.; Gelbrich, K. Hiermeier, L. (2019): The role of the nationality of an automated social presence, Paper presented at the 28th Annual Frontiers in Service Conference, Singapore, July 18-21.
- [CP31] Gelbrich, K.; Voigt, S.; Pizzutti, C. (2019): The Remedial Effect of Complaint Process Recovery (CPR) after a Double Deviation, Paper presented at the 28th Annual Frontiers in Service Conference, Singapore, July 18-21.
- [CP30] Gelbrich, K.; Gäthke, J.; Birner, S. (2019): How Augmented Reality in Smart Services Improves Customer Experience, Paper presented at the 16th International Research Symposium on Advancing Service Research and Practice (QUIS), Karlstad, Sweden, June 10-13.
- [CP29] Nazifi, A.; Gelbrich, K.; El-Manstrly, D. (2019): Customers' Reactions to Intentional Service Failures, Paper presented at the 16th International Research Symposium on Advancing Service Research and Practice (QUIS), Karlstad, Sweden, June 10-13.
- [CP28] Stedham, Y.; Gelbrich, K. (2018): Culture, Trust, and Ethical Judgment. An Integrative Framework, Paper presented at the International Organization of Social Sciences and Behavioral Research Conference, Boston, Massachusetts, USA, July 30-31.
- [CP27] Gelbrich, K.; Galezka, J.; Koschate-Fischer, N.; Rupp, M. & Roschk, H. (2018): How to Frame Numerical Attributes of Digital Services? Effects on Perceived Value of the Deal, Poster presented at the 27th Annual Frontiers in Service Conference, Austin, TX, Sept. 6-9.
- [CP26] Gäthke, J. & Gelbrich, K. (2018): A Cross-National Service Strategy to Deal with Product Returns on Online Retailing: The Role of Return Policies and Institutional Environment, Paper presented at the SERVSI, Paris, June 14-16, 2018 (accepted).
- [CP25] Hagel, J. & Gelbrich, K. (2018): Creating Automated Social Presence through Digital Companionship, Paper presented at the 27th Annual Frontiers in Service Conference, Austin, TX, Sept. 6-9.
- [CP24] Nazifi, A.; El-Manstrly, D., Gelbrich, K. (2018): Service Recovery in an Intentional Service Failure Context, Paper presented at the 27th Annual Frontiers in Service Conference, Austin, TX, Sept. 6-9.

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- [CP23] Gelbrich, K., Gäthke, J., Voigt, S. (2018): Finding an Adequate Service Strategy for the Management of Product Recalls, Paper presented at the 27th Annual Frontiers in Service Conference, Austin, TX, Sept. 6-9.
- [CP22] Gelbrich, K.; Hagel, J. C. (2018): Automated Social Presence in a Digital Service: How a Digital Companion Influences Costumers Satisfaction, Paper presented at the 15th International Research Conference in Service Management, La Londe les Maures, France, June 10-13.
- [CP21] Gelbrich, K.; Hagel, J.; Orsingher, C. (2017): How Anthropomorphized Helpers Increase Customer Outcomes in Smart Service Usage, Paper presented at the 26th Annual Frontiers in Services Conference, New York, June 22-25.
- [CP20] Roschk, H.; Gelbrich, K.; Berger, C.-F. (2017): Particularism and Concreteness in Compensating for Service Failures: An Experimental Investigation, Paper presented at the QUIS15 Symposium 2017, Porto/Portugal, June 12-15.
- [CP19] Gäthke, J.; Gelbrich, K.; Hübner, A. (2016): A New Online Retail Return Policy to Achieve Large Order Numbers and Low Returns, Paper presented at the 2016 European Marketing Association Conference, Oslo/Norway, May 24-27.
- [CP18] Gelbrich, K.; Roschk, H., Gafeeva, R. (2016): Countercultural Service Usage. A Cross-national Observation of Starbucks Customers, Paper Presented at the 25th Annual Frontiers in Services Conference, Bergen/Norway, June 23-26.
- [CP17] Gäthke, J.; Gelbrich, K., Grégoire, Y. (2015): The Power of Multinational Service Firms' Return Policies in Different National Contexts, Paper Presented at the 24th Annual Frontiers in Services Conference, San Jose/CA, July 9-12.
- [CP16] Gelbrich, K.; Gäthke, J., Grégoire, Y. (2014): How Much Should Firms Offer to their Best Customers? Understanding the Moderation Effect of Relationship Quality on the Nonlinear Effect of Compensation on Satisfaction, Paper Presented at the 2014 Summer American Marketing Association Educators' Conference, San Francisco/CA, August 1-3.
- [CP15] Roschk, H.; Gelbrich, K. (2014): The Value of Saying Sorry. How Psychological Compensation Complements Monetary Compensation When Recovering from a Service Failure, Paper Presented at the 23th Frontiers in Service Conference, Miami/FL, June 26-29.
- [CP14] Roschk, H.; Gelbrich, K. (2013): A Meta-Analysis on Finding an Adequate Compensation Type for Recovering from a (Service) Failure, Paper Presented at the Marketing Science Conference, July 11th – 13th, Istanbul, Turkey 2013.
- [CP13] Gelbrich, K.; Müller, J., Grégoire, Y. (2012): On the Optimum Compensation Level. The Curve Progression between Compensation Level and Post-complaint Satisfaction, Tagung der Kommission Marketing des VHB, 26.-29. Januar 2012, Ingolstadt.
- [CP12] Gelbrich, K.; Gäthke, D; Westjohn, S.A. (2011): The Effectiveness of Absurdity in Advertising Across Cultures, Paper Presented at the Australian & New Zealand Marketing Academy Conference, Nov 28th – 30th, Perth, Australia 2011.
- [CP11] Gelbrich, K.; Müller, J.; Grégoire, Y.; Roschk, H. (2011): The More Compensation the Better? The Nonlinear Relationship Between Compensation Level and Post-Complaint Satisfaction, Paper Presented at the Australian &

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New Zealand Marketing Academy Conference, Nov 28th – 30th, Perth, Australia 2011.

- [CP10] Schwarz, U.; Hoffman, S.; Gelbrich, K. (2011): The Effectiveness of Humor in Cross-cultural Advertising“, Paper Presented at the 73th Annual Conference of the German Academic Association for Business Research, June 16th - June 18th, Kaiserslautern, Germany.
- [CP9] Roschk, H.; Gelbrich, K. Müller, J. (2010): The Moderating Impact of Age on Post-complaint Behavior, Paper presented at the 39th Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark, June 1-4.
- [CP8] Gelbrich, K. (2010): How it Feels to Pay Less Than Others, Paper accepted at the 39th Conference of the European Marketing Academy (EMAC), Copenhagen, Denmark, June 1-4.
- [CP7] Pezoldt, K.; Gelbrich, K.; Wesselmann, A. (2009): Wechselverhalten von Stromkunden, Vortrag auf der Tagung „Kundenintegration und Kundenbindung“ der Fakultät Wirtschaftswissenschaften der TU Ilmenau, 15. Mai 2009.
- [CP6] Gelbrich, K.; Roschk, H. (2008): An Overview over Post-Complaint Behavior, Paper Presented at the 2008 American Marketing Association Educators' Conference, San Diego, CA, August 8-11.
- [CP5] Gelbrich, K. (2007): Emotional Responses to Critical Incidents. Anger and Helplessness in Technology-Based Service Encounters, Paper Presented at the 2007 American Marketing Association Educators' Conference, Washington, DC, August 3-6, 2007.
- [CP4] Gelbrich, K. (2007): Student Sojourners' Cross-Cultural Adjustment and Intent-to-Leave a Foreign Assignment. Mediating and Moderating Effects, Paper Presented at the 69th Annual Conference of the German Academic Association for Business Research, May 31st - June 2nd, Paderborn.
- [CP3] Gelbrich, K. (2006): Konfliktstile in Organisationen. Ein interkultureller Vergleich, Vortrag auf der Tagung „Homo oeconomicus? Handlung und Verhalten in der Ökonomie“, Evangelische Akademie, Hofgeismar 19.-21. Mai 2006.
- [CP2] Gelbrich, K. (2003): Intercultural Competence and Expatriate Success, Paper Presented at the 66th Annual Conference of the German Academic Association for Business Research, June 10th - 13th, Zurich, Switzerland.
- [CP1] Gelbrich, K.; Müller, S. (2003): Value-Based Customer Segmentation for Financial Services, Paper Accepted at the 10th International Conference on "Recent Advances in Retailing and Services Science", Portland, Oregon, United States, August 7th -10th, 2003.
- [B15] Gelbrich, K.; Müller, S.: Marketing Success Factors (2025): Marketing Tools and Insights from Business Psychology (ebook), Munich: Vahlen.
Link: <https://www.vahlen.de/suche?query=Marketing%20success%20factors>
- [B14] Cabano, F.; Gelbrich, K.; Müller, S. (2025): Interfaith Marketing: A Cross-Religious Approach, Routledge, London.
Link: <https://www.routledge.com/Interfaith-Marketing-A-Cross-Religious-Approach/Cabano-Muller-Gelbrich/p/book/9781032827476>
- [B13] Gelbrich, K.; Müller, S. (2024): Erfolgsfaktoren des Marketing. Marketinginstrumente und Erkenntnisse der Wirtschaftspsychologie, 3. Aufl., Vahlen, München.

Books

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Editorial work

Non-refereed articles

- [B12] Müller, S.; Gelbrich, K. (2023): Interreligiöses Marketing, De Gruyter, Oldenbourg, Berlin.
- [B11] Gelbrich, K.; Müller, S.; Westjohn, S. A. (2023): Cross-Cultural Consumer Behavior, Edward Elgar Cheltenham, UK.
Link: <https://www.elgaronline.com/monobook/book/9781803923192/9781803923192.xml>
- [B10] Müller, S.; Gelbrich, K. (2021): Interkulturelles Konsumentenverhalten, München.
Link: <https://www.beck-shop.de/interkulturelles-konsumentenverhalten/product/29982746>
- [B9] Gelbrich, K.; Wünschmann, S.; Müller, S. (2018): Erfolgsfaktoren des Marketing, 2. Aufl., München.
- [B7] Müller, S.; Gelbrich, K. (2015): Interkulturelles Marketing, 2. Aufl., München.
- [B6] Müller, S.; Gelbrich, K. (2014): Interkulturelle Kommunikation, München.
- [B5] Gelbrich, K.; Müller, S. (2011): Handbuch Internationales Management, München.
- [B4] Gelbrich, K.; Wünschmann, S.; Müller, S. (2008): Erfolgsfaktoren des Marketing, München.
- [B3] Gelbrich, K. (2007): Innovation und Emotion. Die Funktion von Furcht und Hoffnung im Adoptionsprozess einer technologischen Neuheit für die Kunststoffbranche, Göttingen 2007.
- [B2] Müller, S.; Gelbrich, K. (2004): Interkulturelles Marketing, München.
- [B1] Gelbrich, K. (2001): Kundenwert: Wertorientierte Akquisition von Kunden im Automobilbereich, Diss., Göttingen.
- [EW2] Grégoire, Y., Van Vaerenbergh, Y., Orsingher, C.; Gelbrich, K. (Eds.): Smart Service Failure and Recovery, Special Issue of the Journal of Service Research 2025 (forthcoming).
- [EW1] Gelbrich, K.; Souren, R. (Hrsg.): Kundenintegration und Kundenbindung. Wie Unternehmen von ihren Kunden profitieren können, Wiesbaden 2009.
- [NR32] Gelbrich, K.; Müller, S. (2022b): Interkulturelles Konsumentenverhalten – Teil 2, in: WiSt Wirtschaftswissenschaftliches Studium, 51. Jg., Nr. 2-3, S. 21-27.
- [NR31] Gelbrich, K.; Müller, S. (2022a): Interkulturelles Konsumentenverhalten – Teil 1, in: WiSt Wirtschaftswissenschaftliches Studium, 51. Jg., Nr. 1, S. 17-23.
- [NR30] Roschk H., Trabold W., Gelbrich K. (2018): Insights from Social Resource Theory for Service Business Development. In: Bruhn M., Hadwich K. (eds) Service Business Development. Springer Gabler, Wiesbaden, pp. 41-48.
- [NR29] Gelbrich, K. (2017): Interkulturelles Dienstleistungsmanagement, in: Corsten, H.; Roth, S. (Hrsg.): Handbuch Dienstleistungsmanagement, München, S. 213-231.

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- [NR28] Roschk, H.; Gelbrich, K.; Eisend, M. (2015): Advertising, Cross-Cultural, in: Donsbach, W. (Ed.): The International Encyclopedia of Communication, Malden/MA, pp. 7-8.
- [NR27] Gelbrich, K. (2014): Branding, in: Donsbach, W. (Ed.): Concise Encyclopedia of Communication, Blackwell Publishing Ltd.
- [NR26] Gelbrich, K.; Müller, S. (2014): Wirtschaftsethik und Religionszugehörigkeit, in: WiSt Wirtschaftswissenschaftliches Studium, 43. Jg., Nr. 4, S. 179-185.
- [NR25] Gelbrich, K.; Müller, S. (2013): Interreligiöses Marketing, in: WiSt Wirtschaftswissenschaftliches Studium, 42. Jg., Nr. 4, S. 179-188.
- [NR24] Gelbrich, K. (2010): Rituale als Managementinstrument, in: WiSt Wirtschaftswissenschaftliches Studium, 40. Jg., Nr. 1, S. 2-8.
- [NR23] Gelbrich, K. (2009): Entwicklungspfade der Internationalisierung, in: Keuper, F.; Schunk, H. A. (Hrsg.): Internationalisierung deutscher Unternehmen. Strategien, Instrumente und Konzepte für den Mittelstand, Wiesbaden, S. 269-284.
- [NR22] Gelbrich, K.; Müller, S. (2009): Menschenbild und Konfliktstil in Organisationen. Eine kulturvergleichende Perspektive, in: Goldschmidt, N.; Nutzinger, H. G. (Hrsg.): Vom homo oeconomicus zum homo culturalis, Berlin, S. 289-312.
- [NR21] Pezoldt, K.; Gelbrich, K.; Wesselmann, A. (2009): Wechselverhalten von Stromkunden, in: Gelbrich, K.; Souren, R. (Hrsg.): Kundenintegration und Kundenbindung. Wie Unternehmen von ihren Kunden profitieren können, Wiesbaden, S. 193-204.
- [NR20] Gelbrich, K. (2008): Branding, in: Donsbach, W. (Ed.): The International Encyclopedia of Communication, Malden/MA, Malden/MA, pp. 359-363.
- [NR19] Gelbrich, K.; Roschk, H. (2008): Advertising, Cross-Cultural, in: Donsbach, W. (Ed.): The International Encyclopedia of Communication, Malden/MA, pp. 50-56.
- [NR18] Gelbrich, K. (2007): Globale Markennamen: Erfolgsfaktoren und Strategien, in: WiSt Wirtschaftswissenschaftliches Studium, 36. Jg., Nr. 8, S. 380-386.
- [NR17] Gelbrich, K.; Müller, S. (2007): Fremdsprachige Markennamen zwischen Xenophilie und Xenophobie, in: Bayón, T.; Herrmann, A.; Huber, F. (Hrsg.): Vielfalt und Einheit in der Marketingwissenschaft. Ein Spannungsverhältnis, Wiesbaden, S. 45-65.
- [NR16] Gelbrich, K. (2007): Blue-Printing, sequentielle Ereignismethode und Critical Incident Technique. Drei Methoden zur qualitativen Messung von Dienstleistungsqualität, in: Buber, R.; Holzmüller, H. (Hrsg.): Qualitative Marktforschung. Theorie, Methode, Analyse, Wiesbaden, S. 617-634.
- [NR15] Gelbrich, K.; Wünschmann, S.; Leuteritz, A. (2007): Ein Mixed-Method-Ansatz zur Zufriedenheitsmessung. Dargestellt am Beispiel des Automobilkaufs, in: Buber, R.; Holzmüller, H. (Hrsg.): Qualitative Marktforschung. Theorie, Methode, Analyse, Wiesbaden, S. 903-928.

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- [NR14] Müller, S.; Gelbrich, K. (2006): Marktpsychologie, in: Tietz, B.; Köhler, R.; Zentes, J. (Hrsg.): Wirtschafts-Lexikon, Bd. 7, Stuttgart, S. 3817-3835.
- [NR13] Gelbrich, K.; Wünschmann, S. (2006): Mehrdimensionaler Kundenwert als Entscheidungskriterium für die Akquisition von Kunden: Dargestellt am Beispiel der Automobilindustrie, in: Helm, S.; Günter, B. (Hrsg.): Kundenwert. Grundlagen - innovative Konzepte - branchenorientierte Umsetzungen, 3. Aufl., Wiesbaden, S. 583-606.
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