

Veröffentlichungen und Einreichungen Prof. Dr. Tatjana König

- König, T., Mauri, C. (2026).** The effects of brand-related TikTok content on Social Commerce – a cross-country perspective. *Recent Advances in Retailing and Consumer Science Conference, Berlin, July 2026.*
- König, T., Mauric, C. (2026).** Brand-Related Content on TikTok across three countries. Accepted for *European Marketing Academy Conference (EMAC), Bath, 2026.*
- König, T., Mauric, C. (2026).** What drives Social Commerce on TikTok? A Brand-Related Content Perspective across three countries. Accepted for *World Marketing Congress (WMC), 2026.*
- König, T., Mauri, C., Drumm, M. (2026).** TikTok Wisdom in France and Germany: A remedy against the Flow-Addiction Tie? *American Marketing Association (AMA) Global Marketing Special Interest Group (SIG) Conference, Nice, May 27-29, 2026.*
- Hälsig, F., Müller, S., Eltner, R., Hartmann, L., **König, T. (2025).** The Effects of Non-central Information Cues in Social Media Posts An Eye-Tracking Experiment with High- and Low-Involvement Product Posts. *European Marketing Academy Conference (EMAC), May 27-30, 2025.*
- König, T., Mauri, C. (2025).** The Mediatlional Effects of Flow and Interactivity Dimensions - Towards an Extended TikTok Advertising Value Model. *European Marketing Academy Conference (EMAC), May 27-30, 2025.*
- König, T., Müller, S., Eltner, R., Hartmann, L., Burkholder, I. (2025).** Do Eyes follow 'Likes'? The Effects of displaying vs. hiding the number of Likes on high- vs. low involvement product posts. *World Marketing Congress (WMC), July 1-4, 2025.*
- König, T. (2024).** Pandemic measures and Social conflict in Germany: Linking (re-) vaccination-hesitancy, social cohesion, and loss of trust in society. *Macromarketing Conference, Helsinki, June 17-20, 2024.*
- König, T., Manthey, K., Lehr, M. (2024).** Drivers of TikTok Advertising Attitude. *American Marketing Association Winter Conference, February, 2024.*
- König, T., Mauri, C. (2024).** Drivers of TikTok-Advertising Value: A Comparison of German and Italian TikTok Users. *American Marketing Association (AMA) Global Marketing Special Interest Group (SIG) Conference, Verona, Italy, 2024.* (ausgezeichnet mit dem **Runner-Up Best-Paper Award**)

- König, T.**, Krämer, A., Manthey K., Bohr S., Grund, L. (2023). Effectiveness of Public Transport Promotion Tickets - The example of the 9-Euro-Flatrate-Ticket in Germany. *European Marketing Academy Conference (EMAC), Odense, DK, 2023*. (VHB-gerankt).
- König, T.**, Manthey, K., Burgiel, A. (2023). Drivers of Vaccination Hesitancy: A Comparison between German and Polish Consumers. *Academy of Marketing Science (AMS) Annual (48th) Conference, New Orleans, LA, 2023*.
- König, T.**, Manthey, K., Burgiel, A., Grund, L. (2023). How Drivers of Vaccination Intention vary over Time, Place, and Subgroup? *Academy of Marketing Science (24th) World Marketing Congress (AMS WMC) Canterbury, UK, 2023*.
- König, T.**, Manthey, K., El-Bassiouny, N., Fahim, C. (2023). Conceptualizing and Operationalizing TikTok Wisdom - First steps towards a domain-specific Wisdom Scale. *European Marketing Academy Conference (EMAC), Athens, Greece, 2023*.
- König, T.**, Buchholz N., Schneider, M., Manthey, K. (2022). To Vaccinate or not to Vaccinate – Which Beliefs Split the Crowd? *American Marketing Association Summer Conference, Chicago, IL*.
- König, T.**, Clarke, T., Hellenthal, M. u. Clarke III, I. (2022). Personality effects on WoM and eWoM susceptibility – a cross-country perspective. *International Marketing Review, Vol. 39 No. 4, 889-911*. (VHB-Rank: B, Impact Factor: 5,0). <https://doi.org/10.1108/IMR-11-2020-0272>
- König, T.**, Hein, N., Nimsgern, V. (2022). A value perspective on online review platforms: Profiling preference structures of online shops and traditional companies. *Journal of Business Research, Vol. 145, 387-401*. (VHB-Rank: B, 5-year Impact Factor: 12,8). <https://doi.org/10.1016/j.jbusres.2022.02.080>
- König, T.**, Simion, A., Larsen, V. (2022). Fashion Consciousness and Life Satisfaction For Silver Consumers – A Cross Cultural Analysis In Five Western Countries. *American Marketing Association (AMA) Global SIG Conference, Crete, 2022*.
- Hoge, M., **König, T.**, Hellenthal, M. (2021). What you see is what you like. *European Marketing Academy Conference (EMAC), 2021*. (VHB-Rank: D).
- Korne, T., Leprich, U., **König, T.** (2021). Studierende der htw saar entdecken „grünen“ Strukturwandel – Transfer von Nachhaltigkeits-Forschung in die Lehre der Fakultät für Wirtschaftswissenschaften. *Sichtbar (2)*, S. 12-20.
- König, T.**, Hein, N., Nimsgern, V. (2021). Company Preference Structures for Online Review Platforms: A Conjoint Analysis with Online Retailers and Traditional Companies. *European Marketing Academy Conference (EMAC), 2021*. (VHB-Rank: D).

- König, T.,** Hein, N., Nimsgern, V. (2021). Sourcing Online Review Services: Differences in Preference Structures between Online Retailers and Traditional Companies. *Annual Conference of the International Purchasing and Supply Education and Research Association (IPSERA), March 2021.*
- König, T.,** u. Hoge, M. (2021). Leben im Saarland in Zeiten von und nach Corona. Sichtbar (2), S. 22-30.
- König, T.,** Selgrad, J. (2020). Studieren in Zeiten der Covid-19-Pandemie – Ergebnisse einer htw saar Studierenden-Befragung. Beitrag im htw saar Blog (September 2020).
- König, T.,** Selle, S., Sträßer, U. (2020). Customer Journey Analyse. Sichtbar - Beilage SZ, (30.04.2020)
- König, T.,** Tiemann,R., Hellenthal, M., Nagel, D., Fries, M. u. Joachim, P. (2020). Emotionen im Fahrersitz: Ein interdisziplinäres Forschungsprojekt der htw saar zur Emotionsmessung mittels Fahrzeugsensoren. Sichtbar (2), S. 40-45.
- Hellenthal, M. V., **König, T.,** Joly-Mascheroni, R. (2019). Finding NeWOM: Consumer attention to valenced eWOM about protective and „feel-good“ products. *48th European Marketing Academy Annual Conference (EMAC), 2019.*
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- König, T.,** Hellenthal, M. (2019). Wie gewinnt man den „Krieg der Sterne?“ – Forschungsprojekt der htw saar zu Online-Bewertungsplattformen. Sichtbar Jubiläums-Ausgabe, S. 27-30.
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- König, T.**, Scheirle, R., Selgrad, J. (2019). Blog-Beitrag zu Design-Thinking Workshop (Weiterentwicklung Masterstudiengang Marketing Science (MSc.))
- Bongaerts, R., Kwiatkowski, M., **König, T.** (2017). Disruption Technology in Mobility - Customer Acceptance and Examples, in: Khare, A., Stewart, B., and Schatz, R. (eds.): *Phantom Ex machina: Digital Disruption's Role in Business Model Transformation*, Springer, 119-135.
- König, T.**, Dietz, B., Roeder, C., Hälsig, F. (2017). Choice Overload Revisited: Scale Development, Drivers, and Moderators across three Countries. *European Marketing Annual Conference (EMAC), Groningen, 2017*.
- König, T.**, Larsen, V. (2017). An Intergenerational Perspective on Life Satisfaction and Its Drivers: A Comparison between 18-29 year-old and 50+ Consumers in Germany. *Journal of Strategic Marketing, Special Issue on Generation Marketing*, 25 (3), 258-274. (**VHB-Rank: C, 5-year Impact Factor: 4,2**). <https://doi.org/10.1080/0965254X.2017.1299788>
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- König, T.**, Larsen, V. (2014). Drivers of Life Satisfaction for the 50+-Consumer: Evidence from four Western Countries. *2014 European Marketing Academy Conference (EMAC), 2014*.
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- König, T.**, Latka, K. (2014). Segmentierung des 50+-Marktes: Identifizierung transnationaler Segmente in Deutschland und Polen. *Planung und Analyse*, 2, 58-60.
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