

Ausgewählte Veröffentlichungen

- Swoboda, B., Morschett, D., & Hälsig, F. (2006). An Intersector Analysis of the Relevance of Service in Building a Strong Retail Brand, in: *Managing Service Quality*, Vol. 17, No. 4, S. 428-448.
- Swoboda, B., Hälsig, F., Schwarz, S. (2007). Towards a conceptual model of country market selection: Selection processes of retailers and C&C wholesalers. *The International Review of Retail, Distribution and Consumer Research*, Volume 17, 253-282.
- Swoboda, B., Schwarz, S., & Hälsig, F. (2007). Towards a Conceptual Model of Country Market Selection: Selection Processes of Retailers and C&C Wholesalers, in: *The International Review of Retail, Distribution and Consumer Research*, Vol. 17, No. 3, 253-282.
- Morschett, D., Schramm-Klein, H., & Hälsig, F. (2007). The Influence of Self-Congruity, Brand Personality and Brand Performance on Store Loyalty, in: Borghini, Stefania; McGrath, Mary Ann; Otnes, Cele (Hrsg.): *European Advances in Consumer Research*, 8. Jg., Association for Consumer Research (ACR), Provo, UT 2007.
- Hälsig, F. (2008). Branchenübergreifende Analyse des Aufbaus einer starken Retail Brand: Verhaltenswissenschaftliche Analyse in fünf Einzelhandelsbranchen unter Anwendung der Mehrgruppenkausalanalyse, Wiesbaden
- Hälsig, F., Swoboda, B., Morschett, D. (2009), Moderating role of involvement in building a retail brand, *International Journal of Retail & Distribution Management*, 37, 11, 952-974.
- Biermann, P., Hälsig, F. (2012), Testanfragen offenbaren mangelhafte Vertriebsprozesse in Speditionen: Internationale Studie, *Absatzwirtschaft*, 27.04.2012.
- Hälsig, F. (2014), A Strong Corporate brand as Company's most Valuable Resource to Fight Future Crisis, *Proceedings of the 9th Annual Conference on Global Business Research: "Preventing Future Crisis"*. (double-blind peer-reviewed, best paper award)
- Hälsig, F., Swoboda, B., Schramm-Klein, H. (2014), It is all about the perceived consistency of the retail marketing Instruments when creating a strong retail brand, *Proceedings of the 43rd European Marketing Association Conference (EMAC)*.
- Schu, M., Morschett, D., Hälsig, F. (2014), Is the decision of SMEs to establish an online shop influenced by institutional pressure, *Proceedings of the 43rd European Marketing Association Conference (EMAC)*.
- Swoboda, B., Weindel, J., Hälsig, F. (2015), Investigating Reciprocal Effects between Retail Brand and Perceived Value, *Proceedings of the American Marketing Association (AMA) 2015 Winter Educators' Conference*, San Antonio
- Hälsig, F., Schwarz, N., Selle, S. (2015), Untersuchung und Entwicklung von integrativen Lösungen im Mobile Commerce in Deutschland : eine Studie im Rahmen des Research Pool 2014, Saarbrücken: Hochschule für Technik und Wirtschaft des Saarlandes.
- Hälsig, F., Schwarz, N., Selle, S. (2015), Durchbruch von Mobile Payment nur über Mehrwertdienste, *markenartikel*, 04.08.2015.
- Puchert, C., Swoboda, B., Hälsig, F. (2015), Do External and Internal Factors Determine Corporate Reputation Across Nations?, *European Marketing Academy (EMAC) Conference Proceedings 2015*, Leuven (awarded with the Susan P. Douglas Award for the Conference Best Paper on International Marketing).

- Hälsig, F., Schwarz, S., & Selle, S. (2016), Key success drivers of innovative technologies – Empirical analysis of consumers' acceptance of mobile in-store payment. *8th International Scientific Convergence ENTRE 2016*, Cracow (double-blind peer-reviewed, best paper award)
- Hälsig, F., Wagner, G., Koop, T., & Schramm-Klein, H. (2016), Are consumers ready for M-Payment? Using TRI 2.0 to investigate consumers' acceptance of in-store mobile payment. *European Marketing Academy (EMAC) Conference Proceedings 2016*, Oslo
- Swoboda, B., Weindel, J., & Hälsig, F., Brandstätter, M. (2016), Predictors of Retail Brand Equity and the Effect on Intentional Loyalty – A Cross-Sectoral Analysis. Proceedings of the 27th Recent Advances in Retailing & Services Science Conference, Edinburgh.
- Swoboda, B., Weindel, J., & Hälsig, F. (2016), Predictors and effects of retail brand equity – A cross-sectoral analysis. *Journal of Retailing and Consumer Services*, Volume 31 (July), 265–276.
- Hälsig, F. (2017), Digitalisierung: die schnellste Revolution aller Zeiten. *bfd Infoline / 1 / 2017*, 6-12.
- Hälsig, F. (2017). Experten-Interview: Digitale Service-Konzepte für Anlagen- und Maschinenbau: Service 4.0 – So sichern Sie sich Ihren Wettbewerbsvorteil. *ByDe Magazine* 16. November 2017.
- Hälsig, F., Wagner, G., & Schramm-Klein, H. (2017), Analyzing drivers of consumers' acceptance of mobile proximity payment. *Winter American Marketing Association (AMA) Conference Proceedings 2017*, Orlando
- Hälsig, F., Wagner, G., Schramm-Klein, H. (2017), An empirical investigation of consumers' willingness to pay mobile in stores. *International Conference on Research in the Distributive Trades of the European Association of Education and Research in Commercial Distribution (EAERCD) 2017*, Dublin
- Hälsig, F. (2018), Perceived Consistency of the Retailers' Marketing Instruments is the Key to Create a Strong Retail Brand. *Forum Markenforschung 2018 | DERMARKENTAG*, Koblenz, 35-51
- Schwarz, N., Hälsig, F., Selle, S., Hary, K., Cramer von Clausbruch, S., Ackermann, C. (2019), Ensuring global protein supply by sustainable fish farming: Broad representative empirical analysis to reveal consumers attitudes regarding sustainability, environmentalism, health awareness (A2019-8744). *European Marketing Academy (EMAC) 2019 Annual Conference*, Hamburg
- Hälsig, F., Rach, N., Ackermann, C., Hary, K., Schwarz, N., Selle, S. (2019), Sharing Economy and Sustainability: Why do consumers wear someone else's clothes? A study using structural equation modelling to identify influencing factors for consumers' sharing intention (A2019-8879). *European Marketing Academy (EMAC) 2019 Annual Conference*, Hamburg
- Wagner, G., Fota, A., Schramm-Klein, H., Hälsig, F. (2019), What is the Perceived Value of Cross-Border Online Shopping? A Comparison between China and Germany (A2019-9839). *European Marketing Academy (EMAC) 2019 Annual Conference*, Hamburg
- Hälsig, F. (2019), Ensuring global protein supply by sustainable fish farming: Broad representative empirical analysis to reveal consumers attitudes regarding sustainability, environmentalism and health awareness. *European Marketing Academy (EMAC) 2019 Annual Conference*, Hamburg
- Hälsig, F. (2019), Sharing apparel: Why do consumers wear someone else's clothes? A study using structural equation modeling to identify influencing factors for consumers' sharing intention. *International Conference on Research in the Distributive Trades of the European Association for Education and Research in Commercial Distribution (EAERCD) 2019*, Zaragoza
- Wagner, G., Steinmann, S., Hälsig, F., Schramm-Klein, H. (2021), Reducing COVID-19 Infection Risks in Retail Stores through Mobile Payments: Investigating the Determinants of In-Store Proximity M-Payment Usage. *Marketing ZFP Journal of Research and Management*, Volume 43, 23 – 36