



Universität St.Gallen

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research profile

university status

doctoral student

position

Research Assistant

fields of research

Customer Management 2

(abgeschlossen) Customer Management



publications

	title	year
journal paper	A Method for the Management of Service Innovation Projects in Mature Organizations	2011
conference paper	Management of Service Innovation Projects: A Case Study from a German Financial Service Provider	2010
	Management of Service Innovation Projects: A Case Study from a German Financial Services Provider	2010
	A Maturity Model for the Internationalization of Customer Care in the Automotive Industry	2009
	Design Rules for User-Oriented IT Service Descriptions	2009
	Service Consumer Model: Understanding and Describing Consumers for New Service Development	2009



projects

	title	type
completed	Customer Management	applied research project
	Customer Management 2	applied research project