

Prof. Dr. Oliver Mauroner – Publikationen

Veröffentlichungen in doppelt-blind begutachteten Zeitschriften

Mauroner, O.; Zorn, J. (2017): Cluster branding - a case study on regional cluster initiatives, cluster management, and cluster brands, in: International Journal of Innovation and Regional Development (IJIRD), Vol. 7, No. 4, pp. 290-312; DOI: 10.1504/IJIRD.2017.086234

Helm, R.; Mauroner, O.; Pöhlmann, K. (2017): Gazelles versus Mice: Understanding their characteristics and the specifics of growth as a performance measure for research-based spin-offs, in: International Journal of Entrepreneurship and Innovation Management (IJEIM), Vol. 21, No. 4/5, pp. 343-365; DOI: 10.1504/IJEIM.2017.085686

Mauroner, O (2016): Makers, hackers, DIY-innovation, and the strive for entrepreneurial opportunities, in: International Journal of Entrepreneurship and Small Business (IJESB), Vol. 31, No. 1, pp. 32-46; DOI: 10.1504/IJESB.2017.10004600

Helm, R.; Mauroner, O.; Pöhlmann, K.; (2016): Towards a better understanding of performance measurements - the case of Research-based spin-offs. Review of Managerial Science forthcoming, October 2016; DOI: 10.1007/s11846-016-0217-9

Mauroner, O., Heudorfer, A. (2016): Social media in disaster management: How social media impact the work of volunteer groups and aid organisations in disaster preparation and response, in: International Journal for Emergency Management (IJEM), Vol. 12, No. 2, pp. 196-217; DOI: 10.1504/IJEM.2016.076625

Mauroner, O. (2016): Social media for the purpose of knowledge creation and creativity management – A study of knowledge workers in Germany, in: International Journal of Learning and Intellectual Capital (IJLIC), Vol. 13, No. 2-3, pp. 167-183; DOI: 10.1504/IJLIC.2016.075694

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Helm, R.; Mauroner, O. (2011): Soft starters, research boutiques and product-oriented firms: different business models for spin-off companies, in: International Journal of Entrepreneurship and Small Business (IJESB), Vol. 12 (2011), No. 4, pp. 479-498; DOI: 10.1504/IJESB.2011.039687

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Mauroner, O. (2007): Spin-off-Geschehen an öffentlichen Forschungseinrichtungen, in: Zeitschrift für KMU & Entrepreneurship (ZfKE), Vol. 55 (2007), No. 2, pp. 96-117; ISSN 1860-4633, ZDB-ID 2166541-2.

Sonstige Veröffentlichungen

Helgert, C.; Geiss, R.; Nolte, S.; Eilenberger, F.; Zakoth, D.; Mauroner, O.; Pertsch, T. (2017): Open innovation at the Abbe School of Photonics, ETOP 2017 Proceedings (Optical Society of America, 2017), paper 1045228; DOI: 10.1117/12.2269953

Mauroner, O.; Best, S.; Le, L. (2016): Augmented Reality in Advertising and Brand Communication: An Experimental Study, in: International Journal of Economics and Management Engineering, World Academy of Science, Engineering and Technology, Vol. 3, No. 2, p.1, 2016.

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Eberhardt, R.; Beckert, E.; Buss, W.; Karthe, W.; Mauroner, O.; Notni, G.; Tünnermann, A.; Wächter, C. (2006): Produktion von Mikrooptischen Bauteilen und Systemen – Status und Perspektiven, Jena, 2006.

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Braun, A., Karthe, W., Mauroner, O., Slama, A. (2005): Optische Technologien – Die Beherrschung von Licht in all seinen Eigenschaften. In Bullinger, H.-J.: Fokus Innovation – Kräfte bündeln, Prozesse beschleunigen, 2005.