

INTERNATIONAL PUBLICATIONS

Refereed International Publications

- Homburg, Christian, Ove Jensen, and Alexander Hahn (2012), "How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority," *Journal of Marketing*, 76 (5), 49-69.
- Mantrala, Murali K., Sönke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, and Leonard Lodish (2010), "Sales Force Modeling: State of the Field and Research Agenda," *Marketing Letters*, 21 (3), 255-272.
- Homburg, Christian, Ove Jensen, and Harley Krohmer (2008), "Configurations of Marketing and Sales: A Taxonomy," *Journal of Marketing*, 72 (2), 133-154.
- Homburg, Christian and Ove Jensen (2007), "The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?" *Journal of Marketing*, 71 (3), 124-142.
- Workman, John P., Jr., Christian Homburg, and Ove Jensen (2003), "Intraorganizational Determinants of Key Account Management Effectiveness," *Journal of the Academy of Marketing Science*, 31 (1), 3-21. Emerald Citation of Excellence Award as one of the Top 50 (total of 20.000) "Management Articles of 2003".
- Homburg, Christian, John P. Workman Jr., and Ove Jensen (2002), "A Configurational Perspective on Key Account Management," *Journal of Marketing*, 66 (2), 38-60.
- Homburg, Christian, John P. Workman Jr., and Ove Jensen (2000), "Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure," *Journal of the Academy of Marketing Science*, 28 (4), 459-478. Award for "Best Article of 2000" by Sheth Foundation.

Abstracts in Refereed International Conference Proceedings

- Jensen, Ove and Sven Müller (2009), "A Conceptual Integration of Sales Force Control and Sales Force Leadership Concepts: Bridging Three Chasms," *American Marketing Association Winter Educators' Conference Proceedings*, Tampa.
- Weissbrich, Dirk, Harley Krohmer, and Ove Jensen (2009), "The Marketing-Sales-Finance Triangle," *American Marketing Association Winter Educators' Conference Proceedings*, Tampa.
- Jensen, Ove and Christian Homburg (2008), "The Horizontal and Vertical Structure of Price Authority: Marketing's Important Role as a 'Price Guardian'," *American Marketing Association Summer Educators' Conference Proceedings*, San Diego.
- Homburg, Christian and Ove Jensen (2006), "The Symbiosis of Marketing and Sales: A Taxonomy," *American Marketing Association Summer Educators' Conference Proceedings*, Chicago, Vol. 17, 328-329. Award for Best Paper in the Marketing Strategy Track.
- Jensen, Ove and Katrin Hüper (2006), "The Quality of Qualitative Studies: Comparing Fundamental Research Perspectives in Consumer Research, Marketing Management Research, and Organizational Research," *American Marketing Association Summer Educators' Conference Proceedings*, Chicago, Vol. 17, 201-203.
- Jensen, Ove (2006), "The Symbiosis of Marketing and Sales: A Taxonomy," *European Marketing Academy Conference Proceedings*, Athens.
- Homburg, Christian and Ove Jensen (2005), "Coordinating Marketing and Sales: Exploration of a Neglected Interface," *American Marketing Association Winter Educators' Conference Proceedings*, San Antonio, Vol. 16, 179-180.

Jensen, Ove (2005), "Coordinating Marketing and Sales: Exploration of a Neglected Interface," *European Marketing Academy Conference Proceedings*, Milan.

Workman, John P., Jr., Christian Homburg, and Ove Jensen (2001), "Intraorganizational Determinants of Key Account Management Effectiveness," *American Marketing Association Winter Educators' Conference Proceedings*, Birmingham.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (1999), "Fundamental Changes in Marketing Organization: The Movement toward Customer-Focused Organizations," *American Marketing Association Winter Educators' Conference Proceedings*, Saint Petersburg, Vol. 10, 171.

International Academic Working Papers

Homburg, Christian and Ove Jensen (2007), "The Thought Worlds of Marketing and Sales: Which Differences Make a Difference?" Working Paper W102, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (2002), "A Configurational Perspective on Key Account Management," Working Paper W53, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian, John P. Workman Jr., and Ove Jensen (1998), "Fundamental Changes in Marketing Organization," Working Paper W21, Institute for Market-Oriented Management (IMU), University of Mannheim.

International Managerial Working Papers

Weber, Verena and Ove Jensen (2007), "RFID Implementation in Germany: Challenges and Benefits," 6/FINAL, Paris: OECD.

International Book Chapters

Homburg, Christian, John P. Workman, Jr., and Ove Jensen (2010), "Fundamental Changes in Marketing Organization: The Movement toward a Customer-Focused Organizational Structure, in *Brand Management*, Francesca Dall'Olmo Riley, ed. London: SAGE Publications Ltd, 45-83.

GERMAN PUBLICATIONS

Refereed German Publications

Schudey, Alexander Paul, Ove Jensen, and Nils D. Kraiczy (2016), "Made in? – Eine Metaanalyse multidimensionaler Country-of-Origin Effekte", *Zeitschrift für betriebswirtschaftliche Forschung zfbf*, 68 (1), 47-74.

Schudey, Alexander Paul, Ove Jensen, and Nils D. Kraiczy (2013), "Expatriates-Training = Expatriates-Einsatzserfolg? Eine Metaanalyse," *Zeitschrift für betriebswirtschaftliche Forschung zfbf*, 65 (7), 518-552.

Schudey, Alexander Paul, Ove Jensen, and Steffen Sachs (2012), "20 Jahre Rückanpassungsforschung – eine Metaanalyse [20 Years of Research on Repatriate Adjustment – a Meta-analysis]," *Zeitschrift für Personalforschung*, 26 (1), 48-73.

Homburg, Christian, Ove Jensen, and Markus Richter (2006), "Die Kaufverhaltensrelevanz von Marken im Industriegüterbereich [The Relevance of Brands for Industrial Buying Behavior]," *Die Unternehmung*, 60 (4), 281-296.

Homburg, Christian and Ove Jensen (2000), “Kundenorientierte Vergütungssysteme: Voraussetzungen, Verbreitung, Determinanten [Customer-Oriented Incentive Systems: Requirements, Relevance, Determinants],” *Zeitschrift für Betriebswirtschaft*, 70 (1), 55-74.

German Academic Working Papers and Other Academic Publications

Jensen, Ove and Stephan Mertesdorf (2006), “Einführung in die Meta-Analyse [Introduction to Meta-Analysis],” *Wirtschaftswissenschaftliches Studium*, 35 (12), 657-663.

Homburg, Christian and Ove Jensen (2004), “Kundenbindung im Industriegütergeschäft [Customer Retention in Industrial Markets],” Working Paper W77, Institute for Market-Oriented Management, University of Mannheim.

Brettel, Malte, Ove Jensen, and Kai Sautter (1997), “Das Dozentenbewertungssystem der WHU Koblenz als Informationssystem [The Teaching Evaluation System of WHU as An Information System],” *Wirtschaftsinformatik*, 39 (6), 634-638.

German Books

Jensen, Ove (2004), “*Key-Account-Management: Gestaltung, Determinanten, Erfolgsauswirkungen [Key Account Management: Design, Antecedents, Outcomes]*”, 2nd ed., Deutscher Universitäts-Verlag, Wiesbaden (1st ed. 2001); dissertation thesis (2001), University of Mannheim.

German Editorial Contributions

Götz, Oliver, Ove Jensen, and Manfred Krafft (2011, eds.), “Kundenmanagement [Customer Management]”, *Zeitschrift für Betriebswirtschaft Special Issue 2/2011*.

Weber, Jürgen and Ove Jensen (2009, eds.), “Vertriebscontrolling [Sales Controlling]”, *Zeitschrift für Controlling & Management ZfCM Special Issue 2/2009*.

German Book Chapters

Jensen, Ove (2015), “Kundenbindung im Industriegütergeschäft”, in *Handbuch Business-to-Business Marketing*, 2nd ed. 2015, Klaus Backhaus and Markus Voeth, eds. Wiesbaden: Gabler-Verlag, 191-221.

Jensen Ove, Marco Wunderlich, Cpt. Jens J. Olthoff, and Martin Hinsch (2014), “Interview mit Prof. Dr. Ove Jensen“, in *Kann Ihr Vertriebs-Team einen Airbus A320 auf dem Hudson landen?*, Marco Wunderlich, Cpt. Jens J. Olthoff, and Martin Hinsch, eds. Bad Soden: Uhlenbruch Verlag, 188-190.

Jensen, Ove and Ralf Meyer (2011), “Mit Produktbegleitenden Dienstleistungen Geld verdienen? [Making Money on Value-Added Services?]” in *Produktbegleitende Dienstleistungen – Erfolgchance auf globalisierten Märkten*, ZIRP-Publication Vol. 7, Zukunftsinitiative Rheinland-Pfalz ZIRP, Klaus Zink and Joe Weingarten, eds. Idar-Oberstein: Hilden, 38-44.

Jensen, Ove and Michael Henrich (2011), “Grundlegende preisstrategische Optionen auf Business-to-Business Märkten [Principal Strategic Pricing Options in Business-to-Business Markets],” in *Preismanagement auf Business-to-Business Märkten [Price Management in Business-to-Business Markets]*, Christian Homburg and Dirk Totzek, eds. Wiesbaden: Gabler-Verlag, 73-104.

Jensen, Ove (2011), “Strategische Aspekte des Pricings im Vertrieb [Strategic Pricing Issues in Sales],” in *Handbuch Vertriebsmanagement [Sales Management]*, Christian Homburg and Jan Wieseke, eds. Wiesbaden: Gabler-Verlag, 123-140.

Homburg, Christian, Ove Jensen, and Markus Richter (2008), “Sind Marken im Industriegüterbereich relevant? [Are Brands Relevant in an Industrial Context?],” in *Erfolgsfaktoren der Markenführung [Success Factors of Brand Management]*, Hans H. Bauer, Frank Huber, and Carmen-Maria Albrecht, eds. Munich: Verlag Franz Vahlen, 399-413.

Jensen, Ove (2008), “Clusteranalyse [Cluster Analysis],” in *Handbuch Marktforschung [Market Research]*, 3rd ed., Andreas Herrmann, Christian Homburg, and Martin Klarmann, eds. Wiesbaden: Gabler-Verlag, 335-372.

- Homburg, Christian and Ove Jensen (2007), “Internationale Marktorientierte Unternehmensführung [International Market-Oriented Management],” in *Marktorientierte Führung im wirtschaftlichen und gesellschaftlichen Wandel [Market-Oriented Management Within the Context of Economic and Social Change]*, Manfred Bruhn, Manfred Kirchgeorg, and Johannes Meier, eds. Wiesbaden: Gabler-Verlag, 63-82.
- Homburg, Christian and Ove Jensen (2007, 2009), “Qualitative Untersuchung von Organisationsstrukturen [Qualitative Analysis of Organizational Structure],” in *Qualitative Marktforschung: Konzepte, Methoden, Analysen [Qualitative Market Research: Concepts, Methods, Analyses]*, 2nd ed. 2009 (1st ed. 2007), Renate Buber and Hartmut Holzmüller, eds. Wiesbaden: Gabler-Verlag, 1063-1080.
- Jensen, Ove (2013), “Implementation des Kundenbindungsmanagements bei Key Accounts [Implementation of KAM with Key Accounts],” in *Handbuch Kundenbindungsmanagement [Customer Retention Management]*, 8th ed. 2013, Manfred Bruhn and Christian Homburg, eds. Wiesbaden: Gabler-Verlag, 617-642.
- Jensen, Ove (2005, 2008, 2010), “Key-Account-Management als Implementationsform des Kundenbindungsmanagements [Key Account Management As An Instrument of Customer Retention Management],” in *Handbuch Kundenbindungsmanagement [Customer Retention Management]*, 7th ed. 2010(5th ed. 2005, 6th ed. 2008.), Manfred Bruhn and Christian Homburg, eds. Wiesbaden: Gabler-Verlag, 571-597.
- Jensen, Ove (2001, 2003, 2007, 2008, 2011, 2016), “Kundenorientierte Vergütungssysteme als Schlüssel zur Kundenzufriedenheit [Customer-Oriented Incentive Systems As a Key to Customer Satisfaction],” in *Kundenzufriedenheit [Customer Satisfaction]*, 9th ed. 2016, (4th ed. 2001, 5th ed. 2003, 6th ed. 2007, 7th ed. 2008, 8th ed. 2011), Christian Homburg, ed. Wiesbaden: Gabler-Verlag, 331-349.
- Homburg, Christian and Ove Jensen (2005), “Internationale Marktbearbeitung und internationale Unternehmensführung: 12 Thesen [International Marketing and International Market-Oriented Management: 12 Propositions],” in *Unternehmenserfolg im internationalen Wettbewerb [Successful Business in International Competition]*, Werner Brandt and Arnold Picot, eds. Stuttgart: Schäffer-Poeschel, 33-66.
- Homburg, Christian and Ove Jensen (2004), Kundenbindung [Customer Retention], “ in *Handbuch Industriegütermarketing [Handbook Industrial Marketing]*, Klaus Backhaus and Markus Voeth, eds. Wiesbaden: Gabler-Verlag, 481-521.
- Homburg, Christian and Ove Jensen (2004), “Key-Account-Management im Export: Die Perspektive der Industriegüterhersteller [Key Account Management in Export Business: The Perspective of Industrial Companies],” in *Außenhandel: Marketingstrategien und Managementkonzepte [International Trade: Marketing Strategies and Management Concepts]*, Joachim Zentes, Dirk Morschett, and Hanna Schramm-Klein, eds. Wiesbaden: Gabler-Verlag, 551-574.
- Jensen, Ove (2004), Kundenorientierte Vergütungssysteme [Customer-Oriented Incentive Systems],” in *Marktorientierte Unternehmensführung: Perspektiven aus dem Institut für Marktorientierte Unternehmensführung der Universität Mannheim [Market-Oriented Management: Perspectives from the Institute for Market-Oriented Management at the University of Mannheim]*, Christian Homburg, ed. Wiesbaden: Gabler-Verlag, 397-411.
- Buhlmann, Gerhard, Ove Jensen, and Matthias Bucerius (2001, 2003), “Management von Kundenzufriedenheit in der Baustoffindustrie: das Beispiel Lafarge Dachsysteme [Managing Customer Satisfaction in the Construction Industry: The Case of Lafarge Roofing],” in *Kundenzufriedenheit [Customer Satisfaction]*, 5th ed. 2003 (4th ed. 2001), Christian Homburg, ed. Wiesbaden: Gabler-Verlag, 593-608.
- Loh, Hartwig, and Ove Jensen (2001, 2003), “Management von Kundenzufriedenheit in einem Versicherungsunternehmen: das Beispiel Skandia [Managing Customer Satisfaction in the Insurance Business],” in *Kundenzufriedenheit [Customer Satisfaction]*, 5th ed. 2003 (4th ed. 2001), Christian Homburg, ed. Wiesbaden: Gabler-Verlag, 581-591.
- Homburg, Christian and Ove Jensen (1999), “Lieferantenzahl [The Number of Suppliers],” in *Lexikon der Logistik [Handbook of Logistics]*, Christof Schulte, ed. Munich: Oldenbourg-Verlag, 240-243.

Articles in German Business Press

- Jensen, Ove, and Marcel Hering (2017); "Vom psychischen Überleben eines Handlungsreisenden", *Sales Management Review*, 3 2017, 12-19.
- Jensen, Ove (2017), "Pariah", *Sales Management Review*, 3 2017, 54.
- Jensen, Ove (2016), "Mit dem Messer zur Schießerei", *Sales Management Review*, 6 2016, 43.
- Jensen, Ove (2015), "Urteilkraft", *Sales Management Review*, 3 2015, 33.
- Jensen, Ove, and Ralf Meyer (2015), "Mal 'Opfer', mal 'Täter'", *Sales Management Review*, 2 2015, 34-43.
- Jensen, Ove (2015), "Post-romantische Kundenorientierung", *Sales Management Review*, 1 2015, 51.
- Jensen, Ove, and Gabi Böttcher (2015), "Ja, wo laufen Sie denn?", *Sales Management Review*, 1 2015, 3.
- Jensen, Ove (2014), "Sparen Sie sich nicht zu Tode!", *Sales Management Review*, 6 2014, 8-14.
- Jensen, Ove (2014), "Vertrieb als produktives System", Editorial, *Sales Management Review*, 6 2014, 3.
- Schmidt, Andreas, and Ove Jensen (2014), "Synergie durch horizontale Vertriebspartnerschaft", *Sales Management Review*, 5 2014, 8-14.
- Jensen, Ove (2014), "Partner, Kunden oder Hindernis?", Editorial, *Sales Management Review*, 5 2014, 3.
- Weißhaar, Dieter, and Ove Jensen (2014), "Business Development auf den Boden des Vertriebs stellen", *Sales Management Review*, 4 2014, 14-22.
- Jensen, Ove (2014), "Ohne Alternative", Editorial, *Sales Management Review*, 4 2014, 3.
- Jensen, Ove (2014), "Eine wichtige Schnittstelle", Editorial, *Sales Management Review*, 3 2014, 3.
- Jensen, Ove (2014), "Spiel mit dem Risiko", Editorial, *Sales Management Review*, 2 2014, 3.
- Jensen, Ove (2014), "Pendant zum Produktmanagement", Editorial, *Sales Management Review*, 1 2014, 3.
- Jensen, Ove (2013), "Zwischen Evolution und Revolution", Editorial, *Sales Management Review*, 11/12 2013, 1.
- Jensen, Ove (2013), "SAP setzt CRM auf eine völlig neue Technologie-Basis", Interview with Jörg Fürstenberger and Dr. Jochen Arnhold, *Sales Management Review*, 9/10 2013, 82-85.
- Jensen, Ove (2013), "Finanzielle Nutzenrechnung als Basiskompetenz der Preisdurchsetzung", *Sales Management Review*, 9/10 2013, 38-46.
- Jensen, Ove (2013), "Überkapazitäten sind die größten Preisvernichter", Dialogue with Hermann Simon, *Sales Management Review*, 9/10 2013, 18-25.
- Jensen, Ove (2013), "Kompetenz, die sich lohnt", Editorial, *Sales Management Review*, 9/10 2013, 1.
- Jensen, Ove, and Marlon Braumann (2013), "Maßgeschneiderte Vergütungspläne mit TAILORED", *Sales Management Review*, 7/8 2013, 42-52.
- Jensen, Ove (2013), "Lernen vom Militär: Führung im Mittelpunkt", Dialogue with Stephan Kretschmer, *Sales Management Review*, 7/8 2013, 36-40.
- Jensen, Ove and Alfred Pfaff (2013), "Manifest der Vertriebssteuerung: das "Just-do-it"-Prinzip", *Sales Management Review*, 7/8 2013, 6-15.
- Jensen, Ove (2013), "Mehr als Print", Editorial, *Sales Management Review*, 7/8 2013, 1.
- Jensen, Ove (2013), „Zentrale Bausteine der Vertriebssteuerung – Theorie und Praxis [Key Factors in Sales Management – Theory and Realization]“, *Controlling & Management Review*, 2/2013, 12-21.
- Jensen, Ove (2012), „Strategische Erkenntnisse – Kernkompetenzen im technischen Vertrieb [Strategic Insights – Core Competences in Technical Sales Management]“, *unternehmermagazin*, 60 (7/8), 20-21.
- Weber, Verena, and Ove Jensen (2009), "Hebel zur Wert- und Effizienzsteigerung in Marketing und Vertrieb: Ergebnisse einer empirischen Studie [Value and Efficiency Levers in Marketing and Sales: Results of an Empirical Study]", *Zeitschrift für Controlling & Management*, Sonderheft Vertriebscontrolling 2009 (2), 30-38.

- Homburg, Christian, Ove Jensen, and Nikolas Beutin (2005), "Preismanagement für Industrieunternehmen [Price Management in Industrial Companies]," *Frankfurter Allgemeine Zeitung*, 24.10.2005, 22.
- Jensen, Ove, Hans Jung, and Holger Reichardt (2005), "Die vergessene Schnittstelle [Sales Production: The Forgotten Interface]," *Absatzwirtschaft*, Special Edition on Sales Management, 42-46.
- Homburg, Christian, Ove Jensen, and Andreas Fürst (2004), "Key Account Management: Lieber früh auditieren als zu spät reparieren [Key Account Management: Early Audits are Better than late Repairs]," *Absatzwirtschaft*, 12/2004, 52-58.
- Homburg, Christian, Ove Jensen, and Andreas Fürst (2004), "Entscheidungsträger systematisch entlarven [Unmasking Decision Makers]," *Acquisa*, 10/2004, 62-65.
- Homburg, Christian, Ove Jensen, and Andreas Fürst (2004), "Key Account Management: Vom Chef-Verkäufer zum Systemmanager [Key Account Management: From Top Salespeople to System Managers]," *Sales Business*, 09/2004, 26-29.
- Jensen, Ove and Andreas Fürst (2004), "In Search of Excellence': Das Fazit einer 20 Jahre währenden Suche [In Search of Excellence': The Result of a 20-Year Search]," *Absatzwirtschaft*, 1/2004, 44-47.
- Jensen, Ove and Mirjam Zäh (2003), "Neue Produkte: Fehlschläge bei der Markteinführung verhindern [New Products: Preventing Failures in Market Introduction]," *Die Bank*, 06/2003, 422-426.
- Beutin, Nikolas, Björn Schuppar, and Ove Jensen (2003), "Effektives Preismanagement [Effective Price Management]," *Plastverarbeiter*, 11/2003, 20-21.
- Beutin, Nikolas, Mirjam Zäh, and Ove Jensen (2002), "Cross-Selling Potenzialen auf der Spur: Analyse und Erfolgskontrolle [Tracing Cross-Selling Potential: Analysis and Performance Monitoring]," *Direktmarketing*, 8/2002, 28-33.
- Beutin, Nikolas, Mirjam Zäh, and Ove Jensen (2002), "Erfolgreiches Cross-Selling: Grundlagen und Konzeption [Successful Cross-Selling: The Basics]," *Direktmarketing*, 7/2002, 34-38.
- Homburg, Christian, Ove Jensen, and Heiko Schäfer (2001), "Schlüsselkunden werden selten gezielt ausgewählt [Key Accounts Are Hardly Selected Systematically]," *VDI-Nachrichten*, 27.04.2001, 17.
- Homburg, Christian and Ove Jensen (1999), "Kundenorientierung als Maßstab für Vergütungssysteme [Customer Orientation As A Measure for Incentives]," *Frankfurter Allgemeine Zeitung*, 17.05.1999, 28.
- Jensen, Ove (1997), "Systematisierung von Diversifikationsmöglichkeiten [A Systematic Approach to Diversification]," *Signale aus der WHU Koblenz*, 12 (2), 35-40.

Managerial German Working Papers

- Jensen, Ove and Benjamin Wellstein (2005), "Organisation des Produktmanagements: State-of-Practice und Trends [Organizing Product Management: State-of-Practice and Trends in Several Industries]," Managerial Working Paper M102, Institute for Market-Oriented Management (IMU), University of Mannheim.
- Homburg, Christian, Ove Jensen, and Björn Schuppar (2005), "Preismanagement im B2B-Bereich: Was Pricing-Profis anders machen [Price Management in a B2B-Context: What Pricing Professionals Do Differently]," Managerial Working Paper M97, Institute for Market-Oriented Management (IMU), University of Mannheim.
- Homburg, Christian, Ove Jensen, and Martin Klarmann (2005), "Die Zusammenarbeit von Marketing und Vertrieb: eine vernachlässigte Schnittstelle [The Cooperation of Marketing and Sales: A Neglected Interface]," Managerial Working Paper M86, Institute for Market-Oriented Management (IMU), University of Mannheim.
- Homburg, Christian and Ove Jensen (2004), "Internationale Marktbearbeitung und International Unternehmensführung: 12 Thesen [International Marketing and International Market-Oriented Management: 12 Propositions]," Managerial Working Paper M91, Institute for Market-Oriented Management (IMU), University of Mannheim.
- Homburg, Christian, Ove Jensen, and Björn Schuppar (2004), "Pricing Excellence – Wegweiser für systematisches Preismanagement [Pricing Excellence – A Guide for Systematic Price

Management],” Managerial Working Paper M90, Institute for Market-Oriented Management (IMU), University of Mannheim.

Jensen, Ove and Jutta Kuhn (2004), “Vertriebskanalmanagement im Privatkundengeschäft mit System [Managing Sales Channels in Retail Banking],” Managerial Working Paper M89, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian and Ove Jensen (2004), “KAM-Excellence – Key Account Management mit System [KAM-Excellence – A System for Key Account Management],” Managerial Working Paper M85, Institute for Market-Oriented Management (IMU), University of Mannheim.

Homburg, Christian and Ove Jensen (1998), “Kundenorientierte Vergütungssysteme: Empirische Erkenntnisse und Managementempfehlungen [Customer-Oriented Incentive Systems: Empirical Findings And Management Implications],” Managerial Working Paper M37, Institute for Market-Oriented Management (IMU), University of Mannheim; also: Managerial Working Paper, Center for Market-Oriented Management (ZMU), WHU – Otto Beisheim School of Management.