

Urs Peter Mueller

SUSTAINABILITY

ARTICLES IN SCHOLARLY JOURNALS

SIPILÄ J., ALAVI S., EDINGER-SCHONS L. M., MUELLER U. P., HABEL J.
Corporate social responsibility and perceived fairness of price increases
Psychology & Marketing, 2022, vol.39, no. 7, pp.1370-1384

MUELLER U. P., HABEL J., STIERL M.
Exerting Pressure or Leveraging Power: The conventional and extended chain of CSR Enforcement in B2B Supply Chains
Journal of Public Policy and Marketing, Fall, 2017, vol.36, no. 2, pp.331-347

MUELLER U. P., SCHAEFER U.
The Dirty Dozen: how unethical behaviour creeps into your organisation
The European Business Review, July, 2016, pp.37-41

RESEARCH MONOGRAPHS

KUPP M., MUELLER U. P.
The Ultimate Case Guide: How to Successfully Teach and Write Case Studies
Ubiquity Press, , 2024

MUELLER U. P.
Feldkontakte, Kulturtransfer, kulturelle Teilhabe: Winckelmanns Beitrag zur Etablierung des deutschen intellektuellen Felds durch den Transfer der Querelle des anciens et des modernes
Leipziger Universitätsverlag, Germany, , 2005

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MUELLER U. P., KUPP M.
Combining Case Teaching and Case Writing Creatively in *Case Studies as a Teaching Tool in Management Education*
Dominika Latusek (Eds), IGI Global, pp.121-140, 2016

MUELLER U. P., PANDIT S.
Vodafone in Egypt: National crises and their implications for multinational corporations in *International*

management: Managing across borders and cultures, text and cases
Helen Deresky (Eds), Prentice Hall, 2016

MUELLER U. P., ETZOLD V.

Minimal change can be best option: Why Berlin snack bar resisted change, (reprint of “Case study: Minimal change can be best.” Financial Times. April 30, 2012) in *Managing Change*, 6th ed.
Bernard Burnes (Eds), Pearson, 2014

CASES IN INTERNATIONAL CASE COLLECTIONS

SCHAEFER U., SCHMITZ B., MUELLER U. P.

MEG AG: A Special Organizational Culture

2023, The Case Centre, Great Britain

SCHAEFER U., MUELLER U. P.

How Unethical Behavior Creeps into an Organization: Fake Accounts at Wells Fargo

2021, The Case Centre, Great Britain

MUELLER U. P., SCHAEFER U., GRASSELLI N. I.

Lea Block at Seuzach AG: Initiating Digital Transformation

2021, The Case Centre, Great Britain

MUELLER U. P.

Magellan versus Quesada: To Mutiny or Not to Mutiny

2019, The Case Centre, Great Britain

MUELLER U. P.

Corruption in Russia: IKEA's Expansion to the East (A, B, C, D)

2016, The Case Centre, Great Britain

MUELLER U. P., BIDAULT F.

Dealing with Low-cost Competition in the Airline Industry (A, B, C)

2015, The Case Centre, Great Britain

MUELLER U. P., SCHAEFER U.

Deutsche Bahn AG: The heartless train conductor

2015, The Case Centre, Great Britain

MUELLER U. P., HABEL J.

ESMT's Pitch to EAD Systems (A, B)

2015, The Case Centre, Great Britain

BHATTACHARYA C. B., HOFMANN A., MUELLER U. P.

Axel Springer and the Quest for the Boundaries of Corporate Responsibility

2014, The Case Centre, Great Britain

MUELLER U. P., PANDIT S.

Vodafone in Egypt: National Crises and Their Implications for Multinational Corporations (A, B)

2014, The Case Centre, Great Britain

MUELLER U. P., LINNHOFF U., PELLENS B.

Defining the Purpose for Borussia Dortmund GmbH & Co KGaA

2013, The Case Centre, Great Britain

MUELLER U. P., ETZOLD V.

Waltraud Ziervogel at Konnopke's Imbiss: Re-inventing a Berlin Icon

2012, The Case Centre, Great Britain

YOUNG M., MUELLER U. P.

Motors for Munchao

2011, The Case Centre, Great Britain

MUELLER U. P.

Norman Nicholls at Seattle Management Consultants

2011, The Case Centre, Great Britain

MUELLER U. P., SCHAEFER U.

Anna Frisch at Aesch AG: Initiating Lateral Change

2010, The Case Centre, Great Britain

MUELLER U. P., SCHAEFER U.

Who's Responsible for the Drawbridge Drama?

2010, The Case Centre, Great Britain

KOROTOV K., MUELLER U. P., SCHAEFER U.

Do You Really Think We Are so Stupid?' A Letter to the CEO of Deutsche Telekom (A, B, C)

2009, The Case Centre, Great Britain
