

Urs Peter Mueller

SUSTAINABILITY

ARTICLES IN SCHOLARLY JOURNALS

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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

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.

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Corruption in Russia: IKEA's Expansion to the East (B)

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Corruption in Russia: IKEA's Expansion to the East (C)

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MUELLER U. P., BIDAULT F.

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Dealing with Low-cost Competition in the Airline Industry (B): The Foundation of Germanwings

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Dealing with Low-cost Competition in the Airline Industry (C): Germanwings' Repositioning

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Deutsche Bahn AG: The heartless train conductor

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ESMT's Pitch to EAD Systems (B)

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