

Konferenzbeiträge

- Hoffmann, Stefan & Ingo Balderjahn (2023). "How voluntary consumption renunciation and psycho-social well-being evoke resilience in times of the Coronavirus pandemic" (Track: Public Sector and Non-Profit Marketing)
- Mai, Robert, Stefan Hoffmann & Ingo Balderjahn (2019). (In)consistent shopping behaviors: The different hurdles of sustainable consumption patterns. EMAC Conference Hamburg, 2019.
- Hüttel, A., Balderjahn, I., & Hoffmann, S. (2018). Beyond National Boundaries: The Impact of Anti-consumption and Personal Values on Subjective Well-being, paper presented at the 7th ICAR symposium, November, 9th-10th 2018, University of Almería, Spain.
- A. Klemm, F. Ziesemer, M. Peyer, & I. Balderjahn (2017): Sharing in the private sphere: People's means-end chains behind their motivation to borrow (not) from others, International Marketing Trends Conference (IMTC), Madrid 2017.
- Peyer, M.; Seegebarth, B.; Balderjahn, I.; Lee, M. (2016): The role of consumer empowerment in the relationship between Anti-consumption and Consumer Well-Being, ICAR Symposium, Melbourne, 2016.
- Ziesemer, Florence; Klemm, Alexandra; Peyer, Mathias; Balderjahn, Ingo (2016): Pioneers confidential: Tools for policy intervention in selected anti-consumption pattern, ICAR Symposium, Melbourne, 2016.
- Klemm, Alexandra; Ziesemer, Florence; Peyer, Mathias; Balderjahn, Ingo (2016): Why do they care? Consumer's means-ends chains behind (non-)sustainable consumption patterns, International Sustainability Transitions Conference, Wuppertal, 2016
- Ziesemer, Florence; Klemm, Alexandra; Peyer, Mathias; Balderjahn, Ingo (2016): The role of responsibly handling financial resources in sustainable consumption: an explorative approach, EMAC Conference, Oslo, 2016.
- Klemm, Alexandra; Ziesemer, Florence; Peyer, Mathias; Balderjahn, Ingo (2016): Buying less, sharing more? Comparative analysis of downshifting & collaborative consumption practices, EMAC Conference, Oslo, 2016.
- Seegebarth, B./Balderjahn, I./Peyer, M./Wiedmann, K.-P. (2016): Who are Sustainable Conscious Consumers? A Segmentation Approach to Identify and Profile Patterns of Un-/Sustainable Conscious Consumers, in: Marketing Theory and Applications: Proceedings of the Annual AMA Winter Marketing Educators' Conference 2016, February 26-28, Las Vegas, USA
- Peyer, M./Balderjahn, I./ Seegebarth, B. (2015): Is the voluntary simplicity consumption style truly voluntary? Identification and specification of a downshifted consumption style from a sustainable perspective, Paper accepted for presentation at the EMAC Conference 2015, May 26-29, Leuven, Belgium.
- Peyer, M.; Seegebarth, B.; Balderjahn, I.; Wiedmann, K. (2014): The sustainable roots of anti-consumption lifestyles and their impacts on consumers' financial well-being. ICAR Symposium, Kiel, 2014.

- Seegebarth, B.; Peyer, M.; Balderjahn, I.; Wiedmann, K. (2014): Are consumption opponents the happier people? Insights into the relationship between sustainable-rooted anti-consumption practices and personal well-being. EMAC Conference, Valencia, 2014.
- Peyer, M.; Seegebarth, B.; Buerke, A.; Balderjahn, I.; Kirchgeorg M.; Wiedmann, K. (2014): Consciousness for sustainable consumption: Scale development and new insights in the economic dimension of Consumers' Sustainability. AMA Winter Marketing Educators' Conference, Orlando, 2014
- Peyer, M.; Buerke, A.; Seegebarth, B.; Balderjahn, I.; Kirchgeorg M.; Wiedmann, K. (2013): Development of a measurement model for consciousness for sustainable consumption. CRR Conference, Graz, 2013.
- Seegebarth, B.; Peyer, M.; Buerke, A.; Balderjahn, I.; Kirchgeorg M.; Wiedmann, K. (2013): What does sustainable consumption really mean? A three-dimensional measurement approach. AMS World Marketing Conference, Melbourne, 2013.
- Buerke, A.; Seegebarth, B.; Peyer, M.; Balderjahn, I.; Kirchgeorg M.; Wiedmann, K. (2013): Consciousness for sustainable consumption: conceptualization, measurement and empirical validation. AMA Winter Marketing Educators' Conference, Las Vegas, 2013.
- Peyer, M.; Balderjahn, I.; Paulssen, M. (2012): Towards the development of a scale for consciousness for fair consumption. International Conference on Contemporary Marketing Issues 2012, Thessaloniki, Greece.
- Peyer, M.; Balderjahn, I. (2011): The social consciousness of consumers: theory, scale development and validation. NeuroPsychoEconomics Conference, Technical University of Munich, Mai 2011.
- Peyer, M.; Balderjahn, I.; Scholderer, J. (2006): Willingness to pay for fair trade products: results from a discrete choice experiment. IFSAM VIII. World Congress Berlin, September 2006.