

Publikationen von Prof. Dr. Susanne Marx

-
- 24 Jaritz, S. & Marx, S. (2024). Externe Begleitung für KI-Projekte in KMUs. In: Bernert, C., Scheurer, S. & Wehnes, H. (Eds.), *KI in der Projektwirtschaft 2* (pp. 15-25). UVK Verlag.
-
- 23 Marx, S. & Klotz, M. (2024). Gender Gap in Tourism SME Innovation Practices. In: Katsoni, V. & Cassar, G. (Eds.), *Recent Advancements in Tourism Business, Technology and Social Sciences*. IACuDiT 2023. Springer Proceedings in Business and Economics. Springer, Cham, 65-82.
https://doi.org/10.1007/978-3-031-54342-5_5
-
- 22 Marx, S. (2023). Perceived value of participating in SMEs' open idea-generation activities: an individual actor perspective, *International Journal of Entrepreneurship and Innovation Management*, 27(5/6), 309-329.
-
- 21 Marx, S., & Klotz, M. (2023). Entrepreneurship during Crisis: Innovation Practices of Micro and Small Tour Operators. *The International Journal of Entrepreneurship and Innovation*, 24(3), 155-166. <https://doi.org/10.1177/14657503211061025>
-
- 20 Adam, W., Freyer, M., Klotz, M., & Marx, S. (2023). Digital guest folder for hotels' open innovation: Practices, opportunities, and challenges. In Stolzenburg, F., Reinboth, C., Lohr, T. & Vogel, K. (Eds.), *Tagungsband zur 23. Nachwuchswissenschaftler*innenkonferenz (NWK 2023)*, Harzer Hochschultexte Nr. 14, Hochschule Harz, 63-71.
-
- 19 Marx, S., & Arens, L. (2023). Towards a framework for participative innovation in tourism. In: Katsoni, V. (Ed), *Tourism, Travel, and Hospitality in a Smart and Sustainable World*. IACuDiT 2022. Springer Proceedings in Business and Economics. Springer, Cham, 307-321.
https://doi.org/10.1007/978-3-031-26829-8_19
-
- 18 Marx, S. (2022). Contributions to Participative Innovation in Tourism Network Organizations. Dissertation, Universität Rostock.
-
- 17 Klotz, K., & Marx S. (2022). Projektmanagement-Normen und -Standards (3rd ed.). In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (14-22-041). Hochschule Stralsund, SIMAT Stralsund Information Management Team.
-
- 16 Marx, S., Klotz, M., & Sandkuhl, K. (2022). Perceived Value of IS Collaboration Support in an SME Ecosystem's Innovation Activity. In *Proceedings of the 24th International Conference on Enterprise Information Systems - Volume 2*, ISBN 978-989-758-569-2, ISSN 2184-4992, 256-267. <https://doi.org/10.5220/0011088600003179>
-
- 15 Marx, S. (2021). Open Innovation Process for Inter-Organizational Projects. *Complex Systems Informatics and Modeling Quarterly, CSIMQ*, 29, 36–52. <https://doi.org/10.7250/csimq.2021-29.03>
-
- 14 Marx, S., Flynn, S., & Kylänen, M. (2021). Digital Transformation in Tourism: Modes for Continuing Professional Development in a Virtual Community of Practice. *Project Leadership & Society*, 2(2021). <https://doi.org/10.1016/j.plas.2021.100034>
-
- 13 Bieszk-Stolorz, B., Dmytrów, K., Eglinskiene, J., Marx, S., Miluniec, A., Muszyńska, K., Niedozytko, G., Podlesińska, W., Rostoványi, A. v., Swacha, J., Vilsholm, R. L., & Vurzer, S. (2021). Impact of the availability of gamified e-guides on museum visit intention. *Procedia Computer Science*, 192, 4358–4366. <https://doi.org/10.1016/j.procs.2021.09.212>
-

- 12 Marx, S., Freundlich, H., Klotz, M., Kylänen, M., Niedoszytko, G., Swacha, J., & Anne Vollerthum (2021). Towards an Online Learning Community on Digitalization in Tourism. In C. Meinel, T. Staubitz, S. Schweiger, C. Friedl, J. Kiers, M. Ebner, A. Lorenz, G. Ubachs, C. Mongenet, J. A. Ruipérez-Valiente, & M. Cortes Mendez (Eds.), *EMOOCs 2021*. Universitätsverlag Potsdam. <https://doi.org/10.25932/publishup-51598>

- 11 Bräunche, D., Dechange, A., Förster, C., & Marx, S. (2021). Chancen der Online-Lehre für Projektmanagement an Hochschulen. *PROJEKTMANAGEMENT AKTUELL*, 32(3), 64–69. <https://doi.org/10.24053/PM-2021-0054>

- 10 Marx, S., & Klotz, M. (2020). Open Innovation in Interorganizational Cooperation: The Case of Hackathons in Museums. In J. Duda & Bernat, T. (Eds.), *Business, Economics and Science* (pp. 148-153). Filodiritto Publisher.

- 9 Swacha, J., Muszyńska, K., Kulpa, A., & Marx, S. (2020, April 2). *A Configurable Gamified Web Application for Museum Visitors* [Conference presentation]. MW 2020, Online Conference. <https://mw20.museweb.net/paper/a-configurable-gamified-web-application-for-museum-visitors/>

- 8 Marx, S., & Klotz, M. (2020). Hackathons in Museums – Recommendations from an International Event Series. In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (03-20-038). Hochschule Stralsund, SIMAT Stralsund Information Management Team. <https://www.econstor.eu/handle/10419/219315>

- 7 Marx, S., & Klotz, M. (2020). Earned-Value-Analyse: Einführung und Beispiele. In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (03-20-036). Hochschule Stralsund, SIMAT Stralsund Information Management Team. <https://www.econstor.eu/handle/10419/214916>

- 6 Marx, S. (2019). Organizational Challenges of Digitalization Initiatives in Tourism Network Management Organizations. In W. Abramowicz & R. Corchuelo (Eds.), *Business Information Systems Workshops BIS 2019, Lecture Notes in Business Information Processing*, 373(2019), (pp. 157-168). Springer. https://doi.org/10.1007/978-3-030-36691-9_14

- 5 Muszyńska, M., & Marx, S. (2019). Communication management practices in international projects in Polish and German higher education institutions. *Procedia Computer Science*, 164(2019), 329-336. <https://doi.org/10.1016/j.procs.2019.12.190>

- 4 Swacha J., Marx S., Muszyńska K., Niedoszytko G., Podlesińska W., & Eglinskiene J. (2018). Cross-border collaboration for innovation in tourism: The case of oceanographic museums. *European Journal of Service Management*, 27(2), 425-432. <https://doi.org/10.18276/ejism.2018.27/2-52>

- 3 Klotz, K., & Marx S. (2018). Projektmanagement-Normen und -Standards (2nd ed.). In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (10-18-033). Hochschule Stralsund, SIMAT Stralsund Information Management Team. <https://www.econstor.eu/handle/10419/189826>

- 2 Marx, S. (2018). Knowledge Management in Interreg Cross-Border Cooperation: A Project Perspective. In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (10-18-032). Hochschule Stralsund, SIMAT Stralsund Information Management Team. <https://www.econstor.eu/handle/10419/179937>

- 1 Marx, S. (2017). Project Management Practice in Interreg Projects: Reflective Analysis and Recommendations. In M. Klotz (Ed.), *SIMAT Arbeitspapiere* (09-17-031). Hochschule Stralsund, SIMAT Stralsund Information Management Team. <https://www.econstor.eu/handle/10419/173343>

Gutachtertätigkeit (Reviewing)

- Buch: "KI in der Projektwirtschaft" 2023
- Journal: The International Journal of Entrepreneurship and Innovation
- Journal: Regional Economic Development Research

