

## Publications<sup>1</sup>

### Research Articles in Refereed Journals

Liang, T.-P., Robert, L., Sarker, S., Cheung, C. M. K., Matt, C., Trenz, M., and Turel, O. 2021. “Artificial Intelligence and Robots in Individuals’ Lives: How to Align Technological Possibilities and Ethical Issues,” *Internet Research* (31:1), pp. 1–10. (<https://doi.org/10.1108/INTR-11-2020-0668>).

Graupner, E., Trenz, M., and Mädche, A. 2021. “When Does Digital Matter? Analyzing Customers Preference for Digital Processes,” *International Journal of Electronic Business* (16:2), pp. 118–146. (<https://doi.org/10.1504/IJEB.2021.10038071>).

Trenz, M., Veit, D. J., and Tan, C.-W. 2020. “Disentangling the Impact of Omnichannel Integration Services on Consumer Behavior in Integrated Sales Channels,” *MIS Quarterly* (44:3), pp. 1207–1258. (<https://doi.org/10.25300/MISQ/2020/14121>).

Turel, O., Matt, C., Trenz, M., and Cheung, C. M. K. 2020. “An Intertwined Perspective on Technology and Digitised Individuals: Linkages, Needs and Outcomes,” *Information Systems Journal* (30:6), pp. 929–939. (<https://doi.org/10.1111/isj.12304>).

Trang, S., Trenz, M., Weiger, W. W., Tarafdar, M., and Cheung, C. M. K. 2020. “One App to Trace Them All? Examining App Specifications for Mass Acceptance of Contact-Tracing Apps,” *European Journal of Information Systems* (29:4), pp. 415–428. (<https://doi.org/10.1080/0960085X.2020.1784046>).

Frey, A., Trenz, M., and Veit, D. 2019. “A Service-Dominant Logic Perspective on the Roles of Technology in Service Innovation: Uncovering Four Archetypes in the Sharing Economy,” *Journal of Business Economics* (89). (<https://doi.org/10.1007/s11573-019-00948-z>).

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Frey, A., Trenz, M., and Veit, D. 2019. “Three Differentiation Strategies for Competing in the Sharing Economy,” *MIS Quarterly Executive* (18:2), pp. 143–156. (<https://doi.org/10.17705/2msqe.00013>).

Turel, O., Matt, C., Trenz, M., Cheung, C. M. K., D’Arcy, J., Qahri-Saremi, H., and Tarafdar, M. 2019. “Panel Report: The Dark Side of the Digitization of the Individual,” *Internet Research* (29:2), pp. 274–288. (<https://doi.org/10.1108/INTR-04-2019-541>).

Trenz, M., Huntgeburth, J., and Veit, D. 2019. “How to Succeed with Cloud Services?: A Dedication-Constraint Model of Cloud Success,” *Business & Information Systems Engineering* (61:2), pp. 181–194. (<https://doi.org/10.1007/s12599-017-0494-0>).

Trenz, M., Frey, A., and Veit, D. 2018. “Disentangling the Facets of Sharing: A Categorization of What We Know and Don’t Know About the Sharing Economy,” *Internet Research* (28:4), pp. 888–925. (<https://doi.org/10.1108/IntR-11-2017-0441>).

Trenz, M., Huntgeburth, J., and Veit, D. 2018. "Uncertainty in Cloud Service Relationships: Uncovering the Differential Effect of Three Social Influence Processes on Potential and Current Users," *Information & Management* (55:8), pp. 971–983. (<https://doi.org/10.1016/j.im.2018.05.002>).

Karwatzki, S., Dytynko, O., Trenz, M., and Veit, D. 2017. "Beyond the Personalization–Privacy Paradox: Privacy Valuation, Transparency Features, and Service Personalization," *Journal of Management Information Systems* (34:2), pp. 369–400. (<https://doi.org/10.1080/07421222.2017.1334467>).

Karwatzki, S., Trenz, M., Tuunainen, V. K., and Veit, D. 2017. "Adverse Consequences of Access to Individuals' Information: An Analysis of Perceptions and the Scope of Organisational Influence," *European Journal of Information Systems* (26:6), pp. 688–715. (<https://doi.org/10.1057/s41303-017-0064-z>).

Bertschek, I., Erdsiek, D., and Trenz, M. 2017. "IT Outsourcing – A Source of Innovation? Microeconomic Evidence for Germany," *Managerial and Decision Economics* (38:7), pp. 941–954. (<https://doi.org/10.1002/mde.2835>).

### **Peer-reviewed Conference and Workshop Articles**

Schulze, L., Trenz, M., Cai, Z., and Tan, C.-W. 2022. "Conducting Online Focus Groups - Practical Advice for Information Systems Researchers," in *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Virtual Conference.

Schulze, L., Trenz, M., and Nickerson, R. C. 2021. "Fingers in the Pie: Characterizing Decision Rights Partitioning on Digital Labor Platforms," in *Proceedings of the 42nd International Conference on Information Systems (ICIS)*, Austin, TX, pp. 1–16.

Schulze, L., Trenz, M., Tan, C.-W., and Cai, Z. 2020. "Algorithmic Management in the Gig Economy," in *The Future of Digital Work: The Challenge of Inequality - Proceedings for Research-in-Progress Papers*, Hyderabad/ virtual: Springer, December 10, pp. 246–254.

Schulze, L., Frenzel, A., Trenz, M., and Veit, D. 2020. "Unraveling the Nature of Digital Labor Platforms: An Institutional Logics Perspective on Features, Affordances and Work Practices," in *The Future of Digital Work: The Challenge of Inequality - Proceedings for Research-in-Progress Papers*, Hyderabad/ virtual: Springer, December 10, pp. 73–82.

Wagner, C., Trenz, M., and Veit, D. 2020. "How Do Habit and Privacy Awareness Shape Privacy Decisions?," in *Proceedings of the 26th Americas Conference on Information Systems (AMCIS)*, AIS Virtual Conference Series, August 10. ([https://aisel.aisnet.org/amcis2020/info\\_security\\_privacy/info\\_security\\_privacy/23](https://aisel.aisnet.org/amcis2020/info_security_privacy/info_security_privacy/23)).

Schulze, L., and Trenz, M. 2020. "Communicate Online, Purchase Offline (COPO): How Can the Implementation of Instant Messaging Strengthen Customer Relationships with Retail Stores?," in *Proceedings of the 28th European Conference on Information Systems (ECIS)*, AIS Virtual Conference Series.

Karwatzki, S., Trenz, M., and Veit, D. 2018. “Yes Firms Have My Data but What Does It Matter - Measuring Privacy Risks,” in *Proceedings of the 26th European Conference on Information Systems (ECIS)*, Portsmouth, UK.

Frey, A., v. Welck, M., Trenz, M., and Veit, D. 2018. “A Stakeholders’ Perspective on the Effects of the Sharing Economy in Tourism and Potential Remedies,” in *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, Lüneburg, Germany, pp. 576–587.

Frey, A., Trenz, M., Tan, C.-W., and Veit, D. 2018. “On Rapport Uncertainty in the Sharing Economy – Extending the Categories of Uncertainty,” in *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Waikoloa, Hawaii, USA.

v. Welck, M., Trenz, M., Blegind Jensen, T., and Veit, D. 2018. “IT-Consumerization: Domain Control, (Reversed) Presenteeism, and Stress,” in *Proceedings of the 39th International Conference on Information Systems (ICIS)*, San Francisco, CA, pp. 1–10. (<https://aisel.aisnet.org/icis2018/behavior/Presentations/8/>).

Frey, A., Trenz, M., and Veit, D. 2017. “The Role of Technology for Service Innovation in Sharing Economy Organizations – a Service-Dominant Logic Perspective,” in *Proceedings of the 25th European Conference on Information Systems (ECIS)*, Guimarães, Portugal, pp. 1885–1901. ([http://aisel.aisnet.org/ecis2017\\_rp/121](http://aisel.aisnet.org/ecis2017_rp/121)).

v. Welck, M., Trenz, M., Blegind Jensen, T., and Veit, D. 2017. “Empowerment and BYOx: Towards Improved IS Security Compliance,” in *Proceedings of the 38th International Conference on Information Systems (ICIS)*, Seoul, South Korea, pp. 1–10. (<http://aisel.aisnet.org/icis2017/Security/Presentations/23/>).

Hauff, S., Trenz, M., Tuunainen, V. K., and Veit, D. 2016. “Perceived Threats of Privacy Invasions: Measuring Privacy Risks,” in *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, Ilmenau, Germany, pp. 403–406. (<http://www.db-thueringen.de/servlets/DerivateServlet/Derivate-33063/ilm1-2016100012.pdf>).

Frey, A., Trenz, M., and Veit, D. 2016. “The Different Roles of Technology in Sharing Economy Organizations and Their Competitive Implications,” in *Proceedings of the “The SIM MISQE Academic Workshop” (Pre-ICIS)*, Dublin, Ireland.

Trenz, M., Huntgeburth, J., and Veit, D. 2016. *How to Succeed with Cloud Services? A Dedication-Constraint Model of Cloud Success*, presented at the 78th annual Meeting of the German Academic Association for Business Research (VHB), Munich, Germany.

Trenz, M., and Veit, D. 2015. “Multichannel Integration Services: Consumer Decision Making in Integrated Sales Channels,” in *Proceedings of the 36th International Conference on Information Systems (ICIS)*, Fort Worth, USA. (<http://aisel.aisnet.org/icis2015/proceedings/eBizeGov/4/>).

Trenz, M. 2015. “The Blurring Line Between Electronic and Physical Channels: Reconceptualising Multichannel Commerce,” in *Proceedings of the 23rd European Conference on Information Systems (ECIS)*, Münster, Germany. (<https://doi.org/10.18151/7217504>).

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Trenz, M., and Berger, B. 2013. "Analyzing Online Customer Reviews – An Interdisciplinary Literature Review and Research Agenda," in *Proceedings of the 21st European Conference on Information Systems (ECIS)*, Utrecht, Netherlands. ([http://aisel.aisnet.org/ecis2013\\_cr/83/](http://aisel.aisnet.org/ecis2013_cr/83/)).

Steininger, D. M., Trezn, M., and Veit, D. 2013. "Building Taxonomies in IS and Management - A Systematic Approach Based on Content Analysis," in *Proceedings of the 11th International Conference on Wirtschaftsinformatik (WI)*, Münster, Germany. (<http://aisel.aisnet.org/wi2013/90/>).

Trenz, M. 2013. "The Effect of Consumer Reviews on Vendor-Related and Market-Related Price Sensitivity (RIP)," in *Proceedings of the 21st European Conference on Information Systems (ECIS)*, Utrecht, Netherlands. ([http://aisel.aisnet.org/ecis2013\\_rip/13/](http://aisel.aisnet.org/ecis2013_rip/13/)).

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Huntgeburth, J., Steininger, D., Trezn, M., and Veit, D. 2012. "Cloud Computing Innovation: Schritte in Richtung einer Forschungsagenda," in *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, Braunschweig, Germany, pp. 677–688. ([http://mkwi2012.de/downloads/MKWI2012\\_Tagungsband.pdf](http://mkwi2012.de/downloads/MKWI2012_Tagungsband.pdf)).

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## Monographs

Trenz, M. 2015. *Multichannel Commerce: A Consumer Perspective on the Integration of Physical and Electronic Channels*, Progress in IS, Cham: Springer International Publishing. (<http://link.springer.com/10.1007/978-3-319-16115-0>).

## Other Publications

Frenzel, A., Trezn, M., and Veit, D. 2019. *Work in the Gig Economy: How Platform Design and Governance Shape Work Success and Satisfaction*, presented at the 6th International Workshop on the Sharing Economy, Utrecht, Netherlands.

Frey, A., Trenz, M., and Veit, D. 2018. *Facilitating or Regulating the Sharing Economy? Uncovering the Impact of Carsharing*, presented at the 5th International Workshop on the Sharing Economy, Mannheim, Germany.

Frey, A., Trenz, M., and Veit, D. 2016. *The Roles of Technology and Partnerships in Sharing Economy Organizations*, presented at the 3rd International Workshop on the Sharing Economy, Southampton, United Kingdom.

Trenz, M., and Veit, D. 2012. "Cross-Channel Services: Enabling Multichannel Retailers to Compete on the Internet?," in *Proceedings of the 11th Pre-ICIS Workshop on E-Business*, Orlando, USA.