

Publikationen

Robert Bauer

2015

Bauer, R.; Menrad, K.; Decker, T. (2015): **Adaptive Hybrid Methods for Choice-Based Conjoint Analysis: A Comparative Study**. International Journal of Marketing Studies 7, Nr. 1; S. 1-14

2014

Bauer, R.; Menrad, K.; Decker, T. (2014): **Alternative fuel vehicles - Preferences, attitudes and motives of German students in the field of mobility**. International Journal of Electric and Hybrid Vehicles 8, Nr. 4, S. 298-314

Bauer, R.; Menrad, K. (2014): **Adaptive hybrid preference measurement methods in product innovation**. In: Huizingh, K; Conn, S; Torkkeli, M. & Bitran, I. (Eds.): The Proceedings of XXV ISPIM Conference - Innovation for Sustainable Economy and Society, 8-11 June 2014, Dublin, Ireland, ISBN 978-952-265-591-2

Bauer, R.; Dölling, H.; Kress, A.; Orsic Muthig, V.; Palfreyman, N., Serbu, M. (2014): **Lust auf Diskussion von mathematischen Problemen in Ingenieurstudiengängen?** – Poster-Präsentation auf der 43. dghd Jahrestagung, 17.-19.03.2014 in Braunschweig, Deutschland

2013

Bauer, R.; Menrad, K.; Decker, T. (2013): **Preference measurement with adaptive hybrid methods - An empirical study on alternative fuel vehicles**. - Poster at the 4th congress of the Swiss Electric Mobility Forum, 29.-30.01.2013, Lucerne, Switzerland.