

Rolf WÃ¼stenhagen

List of Publications by Year in descending order

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Version: 2024-02-01

49
papers

6,306
citations

186209

28
h-index

265120

42
g-index

52
all docs

52
docs citations

52
times ranked

4875
citing authors

#	ARTICLE	IF	CITATIONS
1	Social acceptance of renewable energy innovation: An introduction to the concept. Energy Policy, 2007, 35, 2683-2691.	4.2	1,960
2	Greening Goliaths versus emerging Davids â€” Theorizing about the role of incumbents and new entrants in sustainable entrepreneurship. Journal of Business Venturing, 2010, 25, 481-492.	4.0	876
3	Strategic choices for renewable energy investment: Conceptual framework and opportunities for further research. Energy Policy, 2012, 40, 1-10.	4.2	355
4	Which renewable energy policy is a venture capitalist's best friend? Empirical evidence from a survey of international cleantech investors. Energy Policy, 2009, 37, 4997-5006.	4.2	343
5	Green energy market development in Germany: effective public policy and emerging customer demand. Energy Policy, 2006, 34, 1681-1696.	4.2	333
6	The influence of eco-labelling on consumer behaviour â€” results of a discrete choice analysis for washing machines. Business Strategy and the Environment, 2006, 15, 185-199.	8.5	313
7	Whatever the customer wants, the customer gets? Exploring the gap between consumer preferences and default electricity products in Germany. Energy Policy, 2013, 53, 311-322.	4.2	210
8	The flexible prosumer: Measuring the willingness to co-create distributed flexibility. Energy Policy, 2018, 114, 540-548.	4.2	138
9	Solar feed-in tariffs in a post-grid parity world: The role of risk, investor diversity and business models. Energy Policy, 2017, 106, 445-456.	4.2	134
10	Helping â€œlight greenâ€ consumers walk the talk: Results of a behavioural intervention survey in the Swiss electricity market. Ecological Economics, 2011, 70, 462-474.	2.9	131
11	The price of policy risk â€” Empirical insights from choice experiments with European photovoltaic project developers. Energy Economics, 2012, 34, 1001-1011.	5.6	122
12	Eco-labeling of electricityâ€™s strategies and tradeoffs in the definition of environmental standards. Energy Policy, 2001, 29, 885-897.	4.2	116
13	Dynamic Adjustment of Eco-labeling Schemes and Consumer Choice â€” the Revision of the EU Energy Label as a Missed Opportunity?. Business Strategy and the Environment, 2012, 21, 60-70.	8.5	112
14	What makes people seal the green power deal? â€” Customer segmentation based on choice experiment in Germany. Ecological Economics, 2014, 107, 206-215.	2.9	101
15	What are retail investors' risk-return preferences towards renewable energy projects? A choice experiment in Germany. Energy Policy, 2016, 97, 310-320.	4.2	98
16	Keep it local and fish-friendly: Social acceptance of hydropower projects in Switzerland. Renewable and Sustainable Energy Reviews, 2017, 68, 763-773.	8.2	98
17	Shotgun or snowball approach? Accelerating the diffusion of rooftop solar photovoltaics through peer effects and social norms. Energy Policy, 2018, 118, 596-602.	4.2	79
18	The Effect of Life Cycle Cost Information on Consumer Investment Decisions Regarding Eco-Innovation. Journal of Industrial Ecology, 2010, 14, 121-136.	2.8	68

#	ARTICLE	IF	CITATIONS
19	Do venture capitalists really invest in good industries? Risk-return perceptions and path dependence in the emerging European energy VC market. <i>International Journal of Technology Management</i> , 2006, 34, 63.	0.2	63
20	When energy policy meets free-market capitalists: The moderating influence of worldviews on risk perception and renewable energy investment decisions. <i>Energy Research and Social Science</i> , 2014, 3, 143-151.	3.0	61
21	Diffusion of green power products in Switzerland. <i>Energy Policy</i> , 2003, 31, 621-632.	4.2	59
22	The Strength of Strong Ties in an Emerging Industry: Experimental Evidence of the Effects of Status Hierarchies and Personal Ties in Venture Capitalist Decision Making. <i>Strategic Entrepreneurship Journal</i> , 2015, 9, 167-187.	2.6	44
23	Germany's decision to phase out coal by 2038 lags behind citizens' timing preferences. <i>Nature Energy</i> , 2019, 4, 856-863.	19.8	44
24	Mixed feelings on wind energy: Affective imagery and local concern driving social acceptance in Switzerland. <i>Energy Research and Social Science</i> , 2020, 70, 101676.	3.0	42
25	Innovative and sustainable energy technologies: the role of venture capital. <i>Business Strategy and the Environment</i> , 2004, 13, 235-245.	8.5	40
26	Red is the new blue – The role of color, building integration and country-of-origin in homeowners' preferences for residential photovoltaics. <i>Energy and Buildings</i> , 2018, 162, 21-31.	3.1	38
27	Beauty and the budget: A segmentation of residential solar adopters. <i>Ecological Economics</i> , 2019, 164, 106353.	2.9	38
28	Keep it local and bird-friendly: Exploring the social acceptance of wind energy in Switzerland, Estonia, and Ukraine. <i>Energy Research and Social Science</i> , 2022, 88, 102508.	3.0	32
29	Leading Organizations Through the Stages of Grief. <i>Business and Society</i> , 2017, 56, 186-213.	4.2	29
30	Keep it local and low-key: Social acceptance of alpine solar power projects. <i>Renewable and Sustainable Energy Reviews</i> , 2021, 138, 110516.	8.2	26
31	Policy, Financing and Implementation. , 2011, , 865-950.		23
32	The price of actor diversity: Measuring project developers' willingness to accept risks in renewable energy auctions. <i>Energy Policy</i> , 2022, 163, 112835.	4.2	19
33	Understanding the Green Energy Consumer. <i>Marketing Review St Gallen</i> , 2008, 25, 12-16.	0.6	17
34	Dream team or strange bedfellows? Complementarities and differences between incumbent energy companies and institutional investors in Swiss hydropower. <i>Energy Policy</i> , 2018, 121, 476-487.	4.2	16
35	The price of risk in residential solar investments. <i>Ecological Economics</i> , 2021, 180, 106856.	2.9	16
36	The Influence of Political Orientation on the Strength and Temporal Persistence of Policy Framing Effects. <i>Ecological Economics</i> , 2017, 142, 295-305.	2.9	15

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37	Divesting, Fast and Slow: Affective and Cognitive Drivers of Fading Voter Support for a Nuclear Phase-Out. <i>Ecological Economics</i> , 2018, 152, 51-61.	2.9	15
38	Business models for sustainable energy. , 0, , 70-79.		13
39	Modernise it, sustainabilise it! Swiss energy policy on the eve of electricity market liberalisation. <i>Energy Policy</i> , 2001, 29, 45-54.	4.2	12
40	Investor-Specific Cost of Capital and Renewable Energy Investment Decisions. , 2015, , 77-101.		10
41	Der Einfluss von Ã–ko-Labeling auf das Konsumentenverhalten - ein Discrete Choice Experiment zum Kauf von GlÃ¼hbirnen. , 2006, , 469-487.		4
42	When David Meets Goliath: Sustainable Entrepreneurship and the Evolution of Markets. , 2012, , 268-293.		3
43	Management of Investor Acceptance in Wind Power Megaprojects: A Conceptual Perspective. <i>Organization, Technology and Management in Construction</i> , 2012, 4, 571-583.	0.5	3
44	An Introduction to Energy Entrepreneurship Research. , 2011, , .		2
45	Results of the SECO@Home Household Survey and Discrete Choice Analysis (Conjoint Studies). <i>ZEW Economic Studies</i> , 2013, , 69-104.	0.1	2
46	Growing with the Wind: The Case of Vestas. , 2012, , 253-272.		2
47	Market Segmentation for Green Electricity Marketing Results of a Choice-Based Conjoint Analysis with German Electricity Consumers. <i>Management for Professionals</i> , 2017, , 91-108.	0.3	2
48	Introduction and Theoretical Framework. <i>ZEW Economic Studies</i> , 2013, , 1-37.	0.1	1
49	Zielgruppensegmentierung im Ã–kostrom-Marketing â€œ Ergebnisse einer Conjoint-Analyse deutscher Stromkunden. , 2015, , 163-181.		0