



Dr. Rufina Fingerhut

Publikationen

Hudetz, K., Fingerhut, R. (2020). Thesenpapier: Chinesische Reisende als bleibende Kund*innen im deutschen Einzelhandel. *ECC Köln & VR Payment*.

Schmelter, M., Fingerhut R., Krüger, M. (2020). ECC-Payment-Studie Vol. 24: Banken vs. FinTechs – Kundenzentrierung neu denken. *ECC Köln*.

Schmelter, M., Küppers, J., Gafeeva, R., Krüger, M. (2019). Besser bargeldlos als Bargeld los – Potenziale digitaler Zahlungsverfahren für den Mittelstand. *ECC Köln & Concardis*.

Gafeeva, R., Hoelzl, E., & Roschk, H. (2017). What else can your payment card do? Multifunctionality of payment modes can reduce payment transparency. *Marketing Letters*, 29(1), 61-72.

Gafeeva, R. (2016). Book review. Phishing for phools: The economics of manipulation and deception. *International Journal of Applied Behavioral Economics*, 5(3), 50-51.

Gelbrich, K., Roschk, H., & Gafeeva, R. (2016). A cross-national observation of countercultural consumer behaviour. *Marketing ZFP - Journal of Research and Management*, 38(3), 150-162.

Konferenzbeiträge und Fachvorträge

Fingerhut, R. (2025). Ist es smart, mit dem Smartphone zu bezahlen? Schlaues Haus, Oldenburg [Fachvortrag]

Fingerhut, R., Stienen, J., Meier, T. (2020). Krisenmanagement im Kundendienst: Vom offline zum online Support innerhalb weniger Tage. ECC Webinar Days. ECC Köln & GUURU Solutions AG [Webinar]

Fingerhut, R., van Eersel, M. (2020). Potentiale chinesischer Touristen für den deutschen Einzelhandel. ECC Webinar Days. ECC Köln & Weretail GmbH [Webinar]

Fingerhut, R. (2019). Die Zukunft der Konsumfinanzierung – Ist Mieten das neue Kaufen? FachTagung Konsumfinanzierung im Wandel, Bankenfachverband e.V., Berlin [Fachvortrag]

Fingerhut, R. (2019). Der Kunde der Zukunft: Auf Schatzsuche online- und offline. Amazonisierung und Entwicklung von Innenstädten. Juwelierkongress 2019, Bundesverband der Juweliere, Schmuck- und Uhrenfachgeschäfte e.V., Pforzheim [Fachvortrag]

Fingerhut, R. (2019). Entwicklungen & Trends im Handel – Was die Finanzindustrie davon lernen kann. InnoFestival 2019, S-Kreditpartner GmbH, Berlin [Fachvortrag]

Gafeeva, R. & McNair, S. (2019). Payment account settings matter: A further investigation of the mobile-premium effect on spending. Subjective Probability, Utility, and Decision Making Conference 2019, Amsterdam, Niederlande [Poster]

Gafeeva, R. & McNair, S. (2019). Payment account settings matter: A further investigation of the mobile-premium effect on spending. AMA Consumer Behavior Special Interest Group 2019, Bern, Schweiz [Präsentation]

Gafeeva, R. & McNair, S. (2019). Payment account settings matter: A further investigation of the mobile-premium effect on spending. ISMS Marketing Science Conference 2019, Rom, Italien [Präsentation]



Gafeeva, R. & McNair, S. (2019). Payment account settings matter: A further investigation of the mobile-premium effect on spending. European Marketing Academy Conference 2019, Hamburg [Präsentation]

Gafeeva, R. & Hoelzl, E. (2018). Why do consumers turn away from cash? Multifunctionality and digital payment adoption. SABE / IAREP Conference 2018, London, UK [Präsentation]

Gafeeva, R. & McNair, S. (2018). Always top-up manually: Digital payment account settings and the accessible account effect. SABE / IAREP Conference 2018, London, UK [Präsentation]

Gafeeva, R. & Hoelzl, E. (2018). Find it all in your payment card: How multifunctionality can boost digital payment adoption. European Marketing Academy Conference 2018, Glasgow, UK [Präsentation]

Gafeeva, R. & McNair, S. (2018). "Fooled by smart payments?": The effect of digital payment account settings on payment transparency. Boulder Summer Conference on Consumer Financial Decision Making 2018, Boulder, USA [Poster]

Gafeeva, R. (2018). Digital transformation of retail payments: Empirical findings in Economic Psychology on means of payment and consumer behavior. Deutsche Bundesbank, Frankfurt am Main [Fachvortrag]

Gafeeva, R. & McNair, S. (2017). Always top-up manually: Payment settings and the accessible account effect. Cologne-Vienna PhD Seminar 2017, Wien, Österreich [Fachvortrag]

Gafeeva, R., Hoelzl, E., & Roschk, H. (2017). The effect of digital payment modes on consumers' recall of past expenses: A field study. European Marketing Academy Conference 2017, Groningen, Niederlande [Poster]

Gafeeva, R. & McNair, S. (2016). "Fooled by smart payments?": The effect of innovative payment modes on consumer price knowledge and budget overview. Leeds University Business School, Centre for Decision Research Seminar, Leeds, UK [Fachvortrag]

Gafeeva, R. (2016). "Fooled by smart payments?": The effect of mobile payment on consumer price knowledge and budget overview. Doctoral Symposium / Association for Consumer Research Conference 2016, Berlin [Präsentation]

Gafeeva, R. & Hoelzl, E. (2016). Price recall error when using card payment. SABE / IAREP Conference 2016, Wageningen, Niederlande [Präsentation]

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Gafeeva, R. & Hoelzl, E. (2015). Do multifunctional payment modes increase willingness to spend? SABE / IAREP Conference 2015, Sibiu, Rumänien [Poster]

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