

Rolf Wüstenhagen

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April-July 2005	Visiting Professor, University of British Columbia, Vancouver
since April 2003	Senior Lecturer for Sustainability and Innovation Management, University of St. Gallen, and Vice Director, Institute for Economy and the Environment (IWÖ-HSG). Habilitation on "Venturing for Sustainable Energy" (Main Supervisor: Prof. Dr. Thomas Dyllick).
June-July 2004	Visiting Lecturer, Helsinki University of Technology, Finland
2000-2003	Energy and Private Equity Analyst, SAM Sustainable Asset Management, Zollikon-Zürich (Switzerland).
2000	PostDoc Researcher, Centre for Energy Policy and Economics, ETH Zürich (Switzerland).
1996-2000	PhD Candidate and Project Leader, Institute for Economy and the Environment (IWÖ-HSG), University of St. Gallen, Switzerland. Dissertation on „Green Electricity – from Niche to Mass Market“ [Prädikat "sehr gut"]
1995-1996	Research Associate, Wuppertal Institute for Climate, Environment, Energy.
1993-1995	Co-Initiator and Tutor, Project „Environmental Aspects of Business Management“ (ÖBWL), Department of Economics and Management, Berlin University of Technology.
1991-1996	Internships and Projects at ABB Power Generation, Mannheim (Germany), Institute for Applied Ecology, Freiburg (Germany), European Community Energy Centre Prague (Czech Republic); Kiefer & Partners – Management Consultants, Zürich (Switzerland).
1990-1996	Bachelor and Master in Industrial Engineering and Management [Wirtschaftsingenieurwesen], University of Karlsruhe and Berlin University of Technology. Majors: Environmental Economics, Marketing, Energy Economics. Final grade: Very good (1.4)

Completed Research Projects:

2005-2006 "Social Acceptance of Renewable Energy Innovation", co-financed by the Swiss Federal Energy Agency, Research Programme Wind Energy, and the Swiss National Science Foundation. (Project Leader)

August-November 2005 "The role of government in supporting the emergence of clean energy venture capital investing in Switzerland", on behalf of the Swiss Federal Office of Energy (Project Leader).

2003-2005 „Massnahmen zur Absenkung des Flottenverbrauchs: Analyse der energetischen Wirkungen [Measures to Reduce Fuel Consumption: Analysis of Energy Efficiency]" on behalf of the Swiss Federal Office of Energy: Discrete Choice Analysis, written/telephone survey of 300 car buyers. (Project leader)

2003-2005 „Evaluation Energieetikette für Hausgeräte [Evaluation of the EU Energy Label for Appliances]" on behalf of the Swiss Federal Office of Energy: Discrete Choice Analysis, 300 point-of-sale interviews with appliance customers. (Project leader)

2003-2004 "Green energy market development in Germany", Subproject of the Research Project "Green Electricity for Sustainable Energy Development: A Comparative Analysis of European and U.S. Experiences and Implications for Norway" on behalf of the Norwegian Research Council (Project leader)

2003-2004: "Unaxis Goes Solar: A Market Feasibility Study for Unaxis Displays – Strategic Business Unit Solar". (Project leader)

2000-2003 In-House Research at SAM Sustainable Asset Management on technology trends in the energy sector, development of investment strategies in public and private equity, assessment of market potential for specific innovative energy technologies (e.g. solar cells, stirling engines), and investment trends in the North American and European venture capital markets.

2001-2002 "Green Power Marketing Abroad", on behalf of the US National Renewable Energy Laboratory (NREL), Golden/Colorado. (Co-lead)

2000-2001 "Perspectives for Hydropower in Switzerland" on behalf of the Swiss Federal Office of Energy (with D. Spreng, ETHZ and B. Truffer, EAWAG)

1999-2000 "Infrastructures of Consumption and the Environment" on behalf of the European Science Foundation (ESF), Programme TERM: Tackling Environmental Resource Management - Phase II 1998-2000, Theme A: The Comparative Dynamics of Consumption & Production Processes (in cooperation with Lancaster University (UK), Wageningen University (NL), und TTS Insitute (FIN)).

1998-2000 „Green Electricity – from Niche to Mass Markets”, Subproject of the Integrated Research Project on Green Electricity of EAWAG – Swiss Federal Institute for Environmental Science and Technology. (Subproject Leader)

1996-2000 „From Eco-Niche to Mass Market in the Food Sector”, funded by the Swiss National Science Foundation (SNSF) within its Priority Programme Environment (led by T. Dyllick).

Ongoing Research Projects:

“Micropower in residential buildings – An integrated analysis of consumer preferences, marketing strategies and emerging business models” (2005-2007), Project within the National Research Programme 54, “Sustainable Development of the Built Environment”, Swiss National Science Foundation (SNSF). (Project Leader)

2006-2007: "The Influence of Regulatory Risk on Sustainability-Related Venture Capital Investment Decisions", funded by the Research Fund (Grundlagenforschungsfonds) of the University of St. Gallen. (Project Leader)

“Government policies to overcome market failure in developing the venture capital industry – an international cross-case study analysis” (with I. Vertinsky and V. Cui, University of British Columbia) (2005-2006)

“SCORE! Sustainable Consumption Research Exchanges” (2005-2008), EU-Project within the 6th Framework Programme for Research (FP6 2003-NMP-TI-3-MAIN), Lead: Dr. A. Tukker, TNO, Netherlands.

Mandates in Academia and Society:

Member, Swiss Federal Energy Research Commission (CORE).

Member, Community of European Management Schools (CEMS) Faculty Group “Environmental Dimensions”.

Ad-hoc reviewer, Energy Policy (Journal), Journal of International Management, International Journal of Technology Management, HKIE Transactions (Journal of the Hong Kong Institution of Engineers), Social Sciences and Humanities Research Council of Canada (SSHRC), Swiss National Science Foundation (SNSF).

Member of the Board, European Green Electricity Network (EUGENE), Brussels.

Teaching Experience:

MBA Course “Sustainable Entrepreneurship & Venture Capital”, Sauder School of Business, University of British Columbia (2005).

Lecture “Sustainability & Innovation”, within the Master (M.A.) in Marketing, Services & Communication Management, also CEMS Elective Course, University of St. Gallen (2004/05, 2005/06).

PhD Seminar "Sustainable Energy", University of St. Gallen (with Jürg Minsch; 2001/02, 2002/03, 2003/04, 2004/05, 2005/06).

CEMS Master in International Management, Blocked Seminar "Corporate Sustainability, Innovation & Marketing", University of St. Gallen (2004/05, 2005/06).

Lecture „From Eco-Niche to Mass Market“, Distance learning MBA „Sustainability Management & Entrepreneurship“, University of Lüneburg (2005).

Oikos PhD Summer Academy "Creating and Transforming Markets for Sustainability", Member of the Faculty (2004, 2005).

Short Course "Investment in Sustainable Energy", Helsinki University of Technology (with Pekka Pirilä and Poul-Erik Morthorst; 2004).

Seminar "Integration through Management Projects", University of St. Gallen (2003, 2003/04, 2004).

Seminar "International Environmental Management" University of St. Gallen (2003).

Oikos Virtual Campus „International Green Power Markets", University of St. Gallen (2003).

Public Lectures "Successful business models for sustainable energy ventures", University of St. Gallen (2002/03).

Public Lectures "The energy industry between market liberalisation and sustainability" University of St. Gallen (2000/01).

Seminars, Public Lectures, Business Simulation and Excursion "Corporate Environmental Management", Berlin University of Technology, Department Economics & Management, (1994, 1994/95, 1995).

Organisation of Conferences and Workshops:

International Research Conference "Sustainability Management, Innovation and Entrepreneurship", St. Gallen/Switzerland, July 10-12, 2006: Chair of the Scientific Committee.

International Association for Energy Economics, 29th International Conference "Securing Energy in Insecure Times, Potsdam/Germany, June 7-10, 2006: Chair of a Session on Micropower

7th St. Gallen Forum for Sustainability "Venturing for Sustainable Energy – Nachhaltige Energie unternehmen!", St. Gallen/Switzerland, November 3-4, 2005: Head of the Organizing Committee.

European Green Power Marketing Conference, Switzerland, 2001, 2004: Programme Coordinator.

1st Asia-Pacific Green Power Marketing Conference, March 19-21, 2003, Tokyo: Member of the Advisory Fellow Group.

1st European Energy Venture Fair, Rüslikon (Switzerland), October 28/29, 2002: Member of the Organising Committee (www.europeanenergyfair.com).

Conference "Sustainable Market Opportunities for Distributed Power Systems? A View to the Future of Energy Services" with Amory B. Lovins et al., January 21, 1999, St. Gallen.

Awards

Winner of the Swiss Transdisciplinarity Award 2000, for the research project "Green Electricity – perspectives for sustainable use of hydropower" (with B. Truffer et al., EAWAG/Swiss Federal Institute for Environmental Science and Technology).

Scholarship, German National Academic Foundation (Studienstiftung des deutschen Volkes) 1991-1996

Other Activities

Orienteering: competitive athlete (results include gold medallist, Germany-Cup 1990; silver medallist, German Relay Championships 2002; 5th place, Canadian Short-Distance Championships 2005) and member of the management teams of the German Orienteering Association and specific orienteering events (Head of Media Centre, World Championships 1995, Head of Public Relations for the Orienteering Division of the German Gymnastics Association 1992-1996, Head of Sponsoring, Germany-Cup 1991).

Rolf Wüstenhagen's Publications:

Articles in Refereed Journals

- Wüstenhagen, R. and Teppo, T. (2006): Do venture capitalists really invest in good industries? Risk-return perceptions and path dependence in the emerging European energy VC market. *Int. J. Technology Management* (forthcoming).
- Sammer, K. and Wüstenhagen, R. (2006): The Influence of Eco-Labeling on Consumer Behaviour – Results of a Discrete Choice Analysis for Washing Machines. *Business Strategy and the Environment* (forthcoming).
- Wüstenhagen, R. and Bilharz, M. (2006): Green Energy Market Development in Germany: Effective Public Policy and Emerging Customer Demand, in: *Energy Policy* (in press).
- Moore, B. and Wüstenhagen, R. (2004): Innovative and Sustainable Energy Technologies: The Role of Venture Capital, *Business Strategy and the Environment*, 13, 235-245.
- Wüstenhagen R. (2004): Umweltverträgliche Stromprodukte in Europa: Status und Schlüsselfaktoren der Marktentwicklung, in: *ZfE - Zeitschrift für Energiewirtschaft* 28 (1), S. 17-26.
- Wüstenhagen, R. (2003): Sustainability and Competitiveness in the Renewable Energy Sector: The Case of Vestas Wind Systems, *Greener Management International, Special Issue on Sustainability Performance and Business Competitiveness*, No. 44 (Winter 2003), pp. 105-115.
- Wüstenhagen, R., Markard, J. and Truffer, B. (2003) Diffusion of green power products in Switzerland, *Energy Policy* 31, 621-632
- Bird, L., Wüstenhagen, R. and Aabakken, J. (2002): A review of international green power markets: recent experience, trends, and market drivers, *Renewable and Sustainable Energy Reviews*, Volume 6, Issue 6, December 2002, Pages 513-536.
- Truffer, B., Markard, J., and Wüstenhagen, R. (2001): Eco-labeling of electricity – strategies and tradeoffs in the definition of environmental standards, *Energy Policy*, 29 (11), 885-897.
- Jegen, M. and Wüstenhagen, R. (2001): Modernise it, sustainabilise it! Swiss energy policy on the eve of electricity market liberalisation, *Energy Policy*, 29 (1), 45-54.

Books

- WÜSTENHAGEN, R.: *Ökostrom - von der Nische zum Massenmarkt [Green electricity – from niche to mass markets]*. Entwicklungsperspektiven und Marketingstrategien für eine zukunftsfähige Elektrizitätsbranche, vdf-Verlag, Zürich; zugl. Dissertation, Universität St. Gallen 2000.
- VILLIGER, A./WÜSTENHAGEN, R./MEYER, A.: *Jenseits der Öko-Nische [Beyond the eco-niche]*. Birkhäuser: Basel, Boston, Berlin 2000. (Synthesis Book within the Priority Programme Environment of the Swiss National Science Foundation).
- MINSCH, J./FEINDT, P.-H./MEISTER, H.-P./SCHNEIDEWIND, U./SCHULZ, T. (Arbeitsgemeinschaft IWÖ-HSG/IFOK) with support from MOGALLE, M./TSCHUELIN, J./WÜST, J./WEPLER, C./WÜSTENHAGEN, R.: *Institutionelle Reformen für eine Politik der Nachhaltigkeit*, Springer-Verlag, Berlin/Heidelberg/New York 1998.

Book Chapters

- SAMMER, K./WÜSTENHAGEN, R. (2006): Der Einfluss von Öko-Labeling auf das Konsumentenverhalten – ein Discrete Choice Experiment zum Kauf von Glühlampen, in: Pfriem, R. et al.: *Innovationen für Nachhaltige Entwicklung*, Wiesbaden: Deutscher Universitätsverlag (forthcoming).
- STROTHOTTE, T.G. and WÜSTENHAGEN, R. (2005): Structure of Sustainable Economic Value in Social Entrepreneurial Enterprises, in: Vinig, G.T./Van der Voort, R.C.W. (eds.): *Research on Technological Innovation and Management*, Volume 9 - The Emergence of Entrepreneurial Economics, Oxford: Elsevier.
- DYLLICK, T./WÜSTENHAGEN, R. (2005): Markteintritt der Discounter: Wo bleibt die Ökologie?, in: Rudolph, T./Schweizer, M.: *Das Discount-Phänomen. Eine 360-Grad-Betrachtung*. Zürich: NZZ-Verlag.
- WÜSTENHAGEN, R.: Sustainability and Competitiveness in the Renewable Energy Sector: The Case of Vestas Wind Systems, in: Wagner, M./Schaltegger, S./Wehrmeyer, W.: *Sustainability*

Performance and Business Competitiveness, Sheffield: Greenleaf, forthcoming (simultaneously published in Greener Management International).

- WÜSTENHAGEN, R./BIRD, L./AABAKKEN, J. (2003): Success Factors in International Green Power Markets, in: Lewis, P. (ed.): Competitive Energy & Utilities Marketing, Vaasa/Stockholm: Energyforum.
- WÜSTENHAGEN, R./VILLIGER, A./MEYER, A.: Bio-Lebensmittel jenseits der Öko-Nische [*Organic Food beyond the Eco-Niche*], in: SCHRADER, U./HANSEN, U. (eds.): Nachhaltiger Konsum – Forschung und Praxis im Dialog, Campus Verlag: Frankfurt/Main 2001, pp. 177-188.
- JANSSEN, J./WÜSTENHAGEN, R.: Green Electricity Marketing and Kyoto Mechanisms: an Innovative Market-Based Package to Support the Take-Off of Renewables; in: Sayigh, A.A.M. (ed.): Renewables: The energy for the 21st century, Pergamon: Amsterdam 2000.
- MARKARD, J./WÜSTENHAGEN, R.: Green Power in Liberalised Electricity Markets: Market Experiences and Policy Implications as Examples for Transdisciplinary Research, in: Scholz, R./Häberli, R./Bill, A./Welti, M. (eds.): Transdisciplinarity: Joint Problem-Solving among Science, Technology and Society, Proceedings of the International Transdisciplinarity 2000 Conference, Workbook I, Zurich, S. 352-357.

Selected Conference Papers

- Sammer, K. and Wüstenhagen, R. (2005): The Influence of Eco-Labeling on Consumer Behaviour - Results of a Discrete Choice Analysis, 6th International Conference of the European Society for Ecological Economics (ESEE), June 14-17, 2005, Lisbon.
- Sammer, K. and Wüstenhagen, R. (2005): Using Discrete Choice Modelling to analyze the relative importance of brands and eco-labels for household appliances and cars. Conference of the European Academy of Management (EURAM), Responsible Management in an Uncertain World, 4-7 May 2005, Technische Universität München.
- Strothotte, T.G. and Wüstenhagen, R. (2005): Structure of Sustainable Economic Value in Social Entrepreneurial Enterprises, in: "Entrepreneurship and Innovation in a United Europe", Proceedings of the 2005 Interdisciplinary European Conference on Entrepreneurship Research (IECER), 2-4 February 2005, University of Amsterdam (<http://www.fee.uva.nl/iecer/>).
- MOORE, W.H. and R. WÜSTENHAGEN (2004): Energy Technology IPO's: Linking Financial Markets and Sustainable Development, Paper presented at The Greening of Industry Network Conference, Hong Kong, November 7-10, 2004.
- WÜSTENHAGEN, R. and TEPPPO, T. (2004): Venture capital investment in sustainable energy technologies: Factors determining the emergence of a new market, presented at the International Conference "Innovation, Sustainability and Policy" of the riw Network, May 23-25, 2004, Kloster Seeon, Germany.
- TEPPPO, T. and WÜSTENHAGEN, R. (2004): Corporate Venture Capital in the Energy Sector: A key driver for commercializing sustainable technologies?, presented at the Research Workshop on Organisations and the Natural Environment, Granada (Spain), April 22-23, 2004.
- R. WÜSTENHAGEN, A. MEYER, A. VILLIGER (2003): The Sustainability Roadmap – a tool to analyse the transition from eco-niche to mass market, Paper presented at The Greening of Industry Network Conference San Francisco, California, October 12-15, 2003
- WÜSTENHAGEN, R. (2003): A review of international green power markets: From niche to mass market, presented at the 65th Annual Meeting of the Association of University Professors of Management (VHB), Zurich, June 10-13, 2003.
- WÜSTENHAGEN, R./BIRD, L./AABAKKEN, J. (2002): Zelená elektrina na liberalizovaných trzích v Evropi: marketingová příležitost pro obchodníky a/nebo státní politika?, in: SEVEN (Eds.): Energy Efficiency Business Week 2002, Proceedings, Prague, November 5-7, 2002.
- VAN VLIET, B./WÜSTENHAGEN, R./CHAPPELLS, H.: New Provider-Consumer Relations in Electricity Provision. The Cases of Green Electricity Schemes in the UK, the Netherlands, Switzerland and Germany. in: Proceedings of the Business Strategy & the Environment Conference, Leeds, 18-19 September 2000.
- WÜSTENHAGEN, R./GRASSER, C./KIEFER, B./SUTTER, C./TRUFFER, B.: Green Electricity Labelling in Switzerland: A Powerful Tool to Enhance Sustainable Energy Market Penetration?, in: European Council for an Energy Efficient Economy (eds.): Energy Efficiency and CO2 reduction: The dimensions of the social challenge, proceedings of the ECEEE 1999 Summer Study, Mandelieu, May 31 - June 4, 1999.

- WÜSTENHAGEN, R.: Green electricity in Switzerland: A mere eco-niche or the first step towards a sustainable energy market at large?, in: International Association for Energy Economics (ed.): Energy Markets: What's New?, Proceedings of the 4th European IAEE/GEE Conference, Berlin, 9-10 September 1998.

Discussion Papers and Project Reports

- BÜRER, M.J./WÜSTENHAGEN, R. (2005): The Role of Government in Supporting the Emergence of Clean Energy Venture Capital Investing in Switzerland, Project Report on behalf of the Swiss Federal Office of Energy, Bern/St. Gallen, November 2005.
- ITEN, R./HAMMER, S./SAMMER, K./WÜSTENHAGEN, R. (2005): Evaluation energieEtikette - Massnahmen zur Absenkung des Flottenverbrauchs, Bericht im Auftrag des Bundesamtes für Energie, Bern/Zürich/St. Gallen, Mai 2005.
- ITEN, R./MENEGALE, S./HAMMER, S./SAMMER, K./WÜSTENHAGEN, R. (2005): Evaluation energieEtikette für Haushaltgeräte, Bericht im Auftrag des Bundesamtes für Energie, Bern/Zürich/St. Gallen, April 2005.
- WÜSTENHAGEN, R./TEPPO, T. (2004) : What makes a good industry for venture capitalists? Risk, return and time as factors determining the emergence of the European energy VC market. IWÖ-Discussion Paper Nr. 114, Universität St. Gallen, Oktober 2004
- BIRD, L./WÜSTENHAGEN, R./AABAKKEN, J. (2002): Green Power Marketing Abroad: Recent Experience and Trends, NREL TP-620-32155, National Renewable Energy Laboratory, Golden/Colorado. (shortened and revised version published in Renewable & Sustainable Energy Reviews)
- SPRENG, D./TRUFFER, B./WÜSTENHAGEN, R.: Perspektiven für die Wasserkraftwerke der Schweiz: Die Chancen des Ökostrommarktes, Bericht im Auftrag des Bundesamtes für Energie, Zürich: CEPE, 2001.
- WÜSTENHAGEN, R./DYLLICK, T. (Hrsg.): nachhaltige marktchancen dank dezentraler energie? ein blick in die zukunft der energiedienstleistung, IWÖ-Discussion Paper Nr. 72, Universität St. Gallen, Januar 1999.
- WÜSTENHAGEN, R.: Greening Goliaths versus Multiplying Davids: Pfade einer Coevolution ökologischer Massenmärkte und nachhaltiger Nischen, IWÖ-Discussion Paper Nr. 61, Universität St. Gallen, Juli 1998.
- BELZ, F./SCHNEIDEWIND, U./VILLIGER, A./WÜSTENHAGEN, R.: Von der Öko-Nische zum ökologischen Massenmarkt im Bedürfnisfeld Ernährung. Konzeption eines Forschungsprojektes, IWÖ-Discussion Paper Nr. 40, Universität St. Gallen, Februar 1997.
- PICHEL, K./GMINDER, U./ORLOWSKI, F./REINHOLD, C./WÜSTENHAGEN, R.: Betriebliches Umweltmanagement. Beispiele der Anwendung und didaktische Umsetzung durch ÖBWL an der TU Berlin (Jahresbericht 94/95), Discussion Paper 1996/08 der Wirtschaftswissenschaftlichen Dokumentation der TU Berlin.
- HENNICKE, P./LEPRICH, U./THOMAS, S. with support by BORCHERS, H./WÜSTENHAGEN, R.: Rational Planning Techniques (RPT): A tool to enhance energy efficiency?, Report to the European Parliament, Wuppertal, April 1996.
- PICHEL, K./GMINDER, U./REINHOLD, C./WÜSTENHAGEN, R./LIBRA, J. (Hrsg.): Produktionsintegrierter Umweltschutz I / Betriebliches Umweltmanagement, Interdisziplinäres Seminar, Sommersemester 1995, Discussion Paper 1995/09 der Wirtschaftswissenschaftlichen Dokumentation der TU Berlin.
- WENZL, P. F./WÜSTENHAGEN, R.: Länderübergreifende ökologische Energiekonzeption für die Region Böhmen-Sachsen-Niederschlesien (LÖEK), Methodikbericht, Zustandsbericht, Ergebnisbericht, Berlin, Dezember 1994.
- PICHEL, K./GMINDER, U./REINHOLD, C./WÜSTENHAGEN, R. (Hrsg.): - Ökologische Aspekte der Betriebswirtschaftslehre - Semesterbericht des Studienreformprojektes ÖBWL (Sommersemester 1994), Discussion Paper Nr. 22/1994 der Wirtschaftswissenschaftlichen Dokumentation der TU Berlin.
- WÜSTENHAGEN, R.: Case Study for Electrical Energy Conservation in the Czech Dairy Industry - Evaluation of Demand Side Management Measures, Prague, June 1994.
- WITT, J./WÜSTENHAGEN, R.: Handbuch Kostengünstige Nahwärmeversorgung in Neubaugebieten; im Auftrag des Landes Brandenburg, Dezember 1993.

Proprietary Reports

- MOORE, W.H. and R. WÜSTENHAGEN (2004): Unaxis Goes Solar: A Market Feasibility Study for Unaxis Displays - SBU Solar, St. Gallen, July 2004.
- WÜSTENHAGEN, R.: Thin-Film Photovoltaics for Terrestrial Applications: State of the Art & Investment Opportunities. SAM Sustainable Asset Management, Zollikon-Zurich, February 2003.
- WÜSTENHAGEN, R.: Stirling Engines: State of the Art & Investment Opportunities. SAM Sustainable Asset Management, Zollikon-Zurich, July 2001.
- PFEUTI, R./FLATZ, A./MOOR, M./WÜSTENHAGEN, R./ZAMBONI, M.: Changing Climate in the Energy Sector – a new Wave of Sustainable Investment Opportunities Emerges. SAM Sustainable Asset Management, Zollikon-Zurich, March 2001.

Other Publications

- WÜSTENHAGEN, R. (2005): Venture Capital Funding and Sustainability Innovation: Far from Irrational Exuberance, in: Oekologisches Wirtschaften, Schwerpunktheft Nachhaltiges Gründen, 2/2005.
- WÜSTENHAGEN, R. (2004): Nachhaltigkeit und Innovation aus Sicht der Managementlehre, in: Bulletin der Schweizerischen Akademie der Geistes- und Sozialwissenschaften (SAGW), 4/2004, S. 29.
- WÜSTENHAGEN, R. (2003): Von der Öko-Nische zum Massenmarkt, illustriert am Beispiel der Energiebranche, in: UWF UmweltWirtschaftsForum, 11. Jahrgang, Heft 1, März 2003, S. 27-31.
- SPRENG, D./TRUFFER, B./WÜSTENHAGEN, R.: Perspektiven für die Wasserkraftwerke in der Schweiz, in: Bulletin VSE/SEV Nr. 2/2003.
- WÜSTENHAGEN, R. (2002): Wind im Energiemarkt. Nachhaltige Stromerzeugung gewinnt an Boden. in: St. Galler Tagblatt, 9. November 2002.
- WÜSTENHAGEN, R. (2002): Sustainable Energy Technologies – Swiss made, in: Business Guide to Switzerland, S. 200-201.
- WÜSTENHAGEN, R. (2002): Sustainable Energy attracts venture capitalists, in: Guardian Unlimited, July 3, 2002 <http://www.guardian.co.uk/business/story/0,3604,748082,00.html>
- WÜSTENHAGEN, R.: Marketingorientierung als Schlüssel für eine Nachhaltige Energiezukunft, in: ETH Bulletin, Nr. 276, Januar 2000, S. 48-51.
- WÜSTENHAGEN, R.: Ökostrom-Marketing zwischen Nische und Massenmarkt, in: Bulletin SEV/VSE Nr. 22/99, S. 27-32.
- WÜSTENHAGEN, R.: Dezentrale Energiesysteme, in: Umwelt Focus 4/99, August 1999, S. 14-15.
- VILLIGER, A./WÜSTENHAGEN, R./MEYER, A.: Auf Nietzsches Spuren: Im Creative Camp Engadin, in: PANORAMA, Nr. 11 (1999).
- WÜSTENHAGEN, R./MEYER, A./VILLIGER, A.: Die "Landkarte des ökologischen Massenmarktes", in: Ökologisches Wirtschaften, Vol. 1/99, pp. 27-29.
- WÜSTENHAGEN, R.: Wissenschaftler im Dialog mit Bürgerinnen und Bürgern: PubliForum zum Thema «Strom und Gesellschaft», in: HSG-Information 7/98, S. 9, St. Gallen, Oktober 1998.
- WÜSTENHAGEN, R./DYLLICK, T.: Greening Goliaths versus Multiplying Davids - Wege zum ökologischen Massenmarkt im Jahr 2005, in: Belz, Christian (Hrsg.): Managementszenarien 2005, Sonderausgabe anlässlich des Jubiläums "100 Jahre HSG", THEXIS, Fachzeitschrift für Marketing, Nr. 2/98, S. 160-161.
- WÜSTENHAGEN, R.: Auswirkungen des Umweltschutzes auf den Innovationsprozeß, ÖBWL-Diskussionspapier Nr. 4, Berlin (TU), April 1995.
- WÜSTENHAGEN, R.: Zwischen klassischem Sponsoring und strategischen Allianzen - Ansätze einer integrierten Unternehmenskommunikation im Umweltschutz, ÖBWL-Diskussionspapier Nr. 2, Berlin (TU), Oktober 1994.