

Professor Dr. Sabine A. Einwiller

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Department of Communication
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FORMAL EDUCATION

Post-doctoral degree (Habilitation), *venia legendi* in Communication Management,
University of St. Gallen, Switzerland, 2007
Doctorate in Business Administration, University of St. Gallen, Switzerland, 2003.
Diploma in Psychology, University of Mannheim, 1997

POSITIONS - ACADEMIC

since Oct 22: Department Chair of the Department of Communication
since Sept 14: Professor of Public Relations Research, University of Vienna, Department of
Communication and Head of the Corporate Communication Research Group
(CCom)
Aug 23 – Dec 23: Visiting Professor, The Chinese University of Hong Kong
Oct 16 – Sept 22: Vice Chair of the Department of Communication
March 2019 – Feb 24: Head of the Institutional Review Board (IRB-COM) of the Department
of Communication
April 09 – Aug 14: Professor of Communication Science with a focus on Corporate
Communication and Public Relations, Johannes Gutenberg-University Mainz,
Department of Communication, Mainz, Germany; Head of the Master's degree
program in Corporate Communication and Public Relations
April 13 – Oct 13: Visiting Scholar, Columbia University, Graduate School of Business
Sept 05 – Jan 09: Professor of Corporate Communication, University of Applied Sciences
Northwestern Switzerland, School of Business, Olten, Switzerland
Jan 05 – Aug 05: Visiting Scholar, Columbia University, Graduate School of Business.
Feb 04 – Dec 04: Visiting Scholar, University of Southern California, Annenberg School for
Communication
2002 – Jan 2004: Research fellow and manager of the Center for Corporate
Communication, Institute for Media and Communications Management, University of
St. Gallen, Switzerland
2002, 03, 07 – 11: Lecturer, Economic Psychology, University of Basel, Switzerland,
Department of Psychology
2007 – 2008: Adjunct Lecturer, Communication Management, International University in
Germany, Bruchsal
2006 – 2008: Lecturer, Communication Psychology, University of Fribourg, Switzerland

2002 – 2008: Lecturer, Communication Management, Department of Business Administration, University of St. Gallen, Switzerland
2001 – 2005 / 2009 – 2011: Lecturer, Corporate Communication Management, University of Applied Sciences (Solothurn) Northwestern Switzerland (executive education)
1999 – 2001: Doctoral Assistant: Institute for Media and Communications Management, University of St. Gallen
1993 – 1996: Research Assistant, University of Mannheim, Social Psychology

POSITIONS - INDUSTRY

1996 – 1999: BASF AG, Ludwigshafen, Germany. Department of Public Relations and Market Communication, Communication Research
1991 – 1996: Part time positions and internships: BASF, Ludwigshafen, Germany, PR/Communication Research (1994-1996); H,T,P, Research, Marketing Research, Munich, Germany (1993); Bob Perilla Associates, Public Relations & Publicity, New York (1992); DIAM, Market Research, Mannheim, Germany (1991-1994)

MEMBERSHIPS IN ACADEMIC ASSOCIATIONS AND ORGANIZATIONS

Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPUK)
European Communication Research and Education Association (ECREA)
European Public Relations Education and Research Association (EUPRERA), Member of the Board (since 2023) and President Elect, Head of the Scientific Committee (2019-2022)
International Communication Association (ICA)
Akademische Gesellschaft für Unternehmensführung & Kommunikation (Academic Society for Management & Communication), Member of the Executive Board
European Communication Monitor, Country Representative Austria (2018-2022)

PROFESSIONAL MEMBERSHIPS

Österreichischer Ethik-Rat für Public Relations (Austrian Council on Public Relations Ethics) (2016-2024), Head of the Council (2018-2022)

MEMBERSHIPS IN EDITORIAL BOARDS

Corporate Communications: An International Journal, Outstanding Reviewer Award in 2024
International Journal of Strategic Communication
Journal of Marketing Communications

CONFERENCE ORGANIZATION

28th International Conference on Corporate and Marketing Communications, University of Vienna. March 26-27, 2024, Vienna, Austria
EUPRERA 23rd Annual Congress, Vienna University of Economics and Business & University of Vienna. September 21-24, 2022, Vienna, Austria

Kommunikationswissenschaftliche Tage by the Austrian Society for Communication and the Department of Communication, University of Vienna. April 25-27, 2019, Vienna, Austria

Annual conference of the "Advertising Division" and the "PR and Organizational Communication Division" of the German Communication Association (DGPUK), University of Vienna. November 23-25, 2017, Vienna, Austria

4th International CSR Communication Conference CSRCOM, Austrian Academy of Sciences. September 21-23, 2017, Vienna, Austria

PUBLICATIONS AND MANUSCRIPTS

Journals (peer reviewed)

Wahl, I., Einwiller, S., & Bartels, J. (2025). Fostering employees' organizational identification and organizational citizenship behavior through diversity communication. *Management Communication Quarterly*, ahead of print.

<https://doi.org/10.1177/08933189251361810>

Hagelstein, J., Wahl, I., Stranzl, J., Einwiller, S., Ruppel, C. (2025). Communicating appreciation in the workplace: Importance and perception of appreciation from managers and co-workers and its effects on organisational citizenship behaviour. *Journal of Communication Management*, ahead of print.

<https://doi.org/10.1108/JCOM-10-2024-0214> (open access)

Wang, Y., Einwiller, S., & Laufer, D. (2025). Employee perceptions of crisis spillover risk: The role of perceived crisis severity and corporate response strategies. *Journal of Contingencies and Crisis Management*, ahead-of-print. <https://doi.org/10.1111/1468-5973.70053>

Tkalac Verčič, A., Einwiller, S., Tench, R., Verčič, D. (2025). Developing the Digital Communication Acceptance Scale (DICAS) for measuring employee acceptance of digital communication technologies in the workplace. *International Journal of Business Communication*, ahead-of-print.

<https://doi.org/10.1177/23294884251322492>

Ninova-Solovykh, N., Wahl, I., & Einwiller, S. (2025). Who speaks matters: The effect of insider versus outsider activism on consumer responses to company-directed activism. *International Journal of Communication*, 19, 2779-2803.

<https://ijoc.org/index.php/ijoc/article/view/24076/5062> (open access)

Einwiller, S. A., Wolfgruber, D., & Leitner, A. K. (2025). Addressing backlash? Corporate DEI communication and user complaints on social media. *Journal of Marketing Communications*, 31(5), 556-574. <https://doi.org/10.1080/13527266.2025.2471954> (open access)

Wolfgruber, D., & Einwiller, S. (2025). Culture matters: Cultural variability in corporate codes of conduct as a means to foster organizational legitimacy. *Business Ethics, the Environment & Responsibility*, 34(4), 1642-1661. <https://doi.org/10.1111/beer.12733> (open access)

Wahl, I., Siegel, M., & Einwiller (2024). Blind spots in employee communication research regarding LGBT+ and guidance for future research: A scoping review of quantitative research. *International Journal of Business Communication*, ahead-of-print.

<https://doi.org/10.1177/23294884241255620>

- Mavi, R. S., Einwiller, S. A., & Wahl, I. (2024). Communicating about halal products to non-Muslim consumers – the role of fit and scepticism. *Journal of Marketing Communications*, ahead-of-print. <https://doi.org/10.1080/13527266.2024.2335563> (open access)
- Stranzl, J., Ruppel, C., & Einwiller, S. (2024). Staying emotionally connected while being physically apart – exploring what teleworkers need to stay committed and how internal communication can contribute. *Journal of Communication Management*, 28(2), 272-293. <https://doi.org/10.1108/JCOM-02-2023-0023>
- Wahl, I., Wolfgruber, D., & Einwiller, S. (2023). Mitigating teleworkers' perceived technological complexity and work strains through supportive team communication. *Corporate Communications: An International Journal*, 29(3), 329-345. DOI: <https://doi.org/10.1108/CCIJ-05-2023-0061> (open access)
- Laufer, D., Einwiller, S., & Neureiter, A. (2023). All the news that is fit to print? Reporting on a victim's character during a crisis. *Journal of Contingencies and Crisis Management*, 31(4), 592-598. DOI: <https://doi.org/10.1111/1468-5973.12461> (open access)
- Stürmer, L., & Einwiller, S. (2022). Is this advertising or not, and do I care? Perceptions of and opinions regarding hybrid forms of content. *Journal of Marketing Communications*, 29(2), 161-178. DOI: <https://doi.org/10.1080/13527266.2022.2154065> (open access)
- Ruppel, C., Stranzl, J., & Einwiller, S. (2022). Employee-centric perspective on organizational crisis: how organizational transparency and support help to mitigate employees' uncertainty, negative emotions and job disengagement. *Corporate Communications: An International Journal*, 27(5), 1-22. DOI: <https://doi.org/10.1108/CCIJ-04-2022-0045> (open access)
- Wolfgruber, D., Stürmer, L., & Einwiller, S. (2022). Talking inclusion into being: Communication as a facilitator and obstructor of an inclusive work environment. *Personnel Review*, 51(7), 1841-1860. DOI: <https://doi.org/10.1108/PR-01-2021-0013>
- Stranzl, J., Ruppel, C., & Einwiller, S. (2021). Examining the role of transparent organizational communication for employees' job engagement and disengagement during the COVID-19 pandemic in Austria. *Journal of International Crisis and Risk Communication Research*, 4(2), 271-308. DOI: <https://doi.org/10.30658/jicrcr.4.2.4> (open access)
- Seiffert-Brockmann, J., Einwiller, S. A., Ninova-Solovykh, N., & Wolfgruber, D. (2021). Agile content management: Strategic communication in corporate newsrooms. *International Journal of Strategic Communication*, 15(2), 126-143. DOI: <https://doi.org/10.1080/1553118X.2021.1910270>
- Hagelstein, J., Einwiller, S., & Zerfaß, A. (2021). The ethical dimension of public relations in Europe: Digital channels, moral challenges, resources, and training. *Public Relations Review*, 47(4), Article 102063. DOI: <https://doi.org/10.1016/j.pubrev.2021.102063> (open access)
- Einwiller, S., Ruppel, C., & Stranzl, J. (2021). Achieving employee support during the COVID-19 pandemic – The role of relational and informational crisis communication in Austrian organizations. *Journal of Communication Management*, 25(3), 233-255. DOI: <https://doi.org/10.1108/JCOM-10-2020-0107> (open access)

- Ruppel, C., & Einwiller, S. (2021). Pleasant hostility: Disidentified consumers' emotional and behavioural reactions to a brand crisis. *Journal of Consumer Behaviour*, 20(1), 186-200. DOI: <https://doi.org/10.1002/cb.1866> (open access)
- Laufer, D., & Einwiller, S. (2020). Guest editorial – Special issue on crisis communication in the public sector. *Journal of Nonprofit & Public Sector Marketing*, 32(4), 339-341.
- Lee, H., Chang, D. R., & Einwiller, S. (2020). A study on the dynamics between the moral reasoning, celebrity image and consumers' support for celebrity comebacks after a transgression. *Journal of Product and Brand Management*, 29(6), 729-743
- Weitzl, W., Seiffert-Brockmann, J., & Einwiller, S. (2020). Investigating the effects of sponsorship and forewarning disclosures on recipients' reactance. *Communications. The European Journal of Communication Research*, 45(3), 282–302.
- Naderer, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness. *Communications. The European Journal of Communication Research*, 45(3), 273–281.
- Mayrhofer, M., Matthes, J., Einwiller, S., & Naderer, B. (2020). User generated content presenting brands on social media increases young adults' purchase intention. *International Journal of Advertising*, 39(1), 166-186. DOI: <https://doi.org/10.1080/02650487.2019.1596447> (open access)
- Ngai, C. S. B., Einwiller, S., & Singh, R. G. (2020). An exploratory study on content and style as driving factors facilitating dialogic communication between corporations and publics on social media in China. *Public Relations Review*, 46(1), Article 101813. DOI: <https://doi.org/10.1016/j.pubrev.2019.101813>
- Einwiller, S., & Carroll, C. (2020). Negative disclosures in corporate social responsibility reporting. *Corporate Communications: An International Journal*, 25(2), 319-337. DOI: <https://doi.org/10.1108/CCIJ-05-2019-0054> (open access)
- Einwiller, S., & Kim, S. (2020). How online content providers moderate user-generated content to prevent harmful online communication – An analysis of policies and their implementation. *Policy & Internet*, 12(2), 184-206. DOI: <https://doi.org/10.1002/poi3.239> (open access)
- Gruber, M., Mayer, C., & Einwiller, S. (2020). What drives people to participate in online firestorms? *Online Information Review*, 44(3), 563-581. DOI: <https://doi.org/10.1108/OIR-10-2018-0331> (open access)
- Weitzl, W., & Einwiller, S. (2020). Profiling (un-)committed online complainants: Their characteristics and post-webcare reactions. *Journal of Business Research*, 117, 740-753.
- Seiffert-Brockmann, J., Ruppel, C., & Einwiller, S. (2019). Gives you wings. Or not? Exploring the impact of viewer's responsibility attribution and surprise on their attitude, identification and trust. *Corporate Communications: An International Journal*, 25(1), 113-127. DOI: <https://doi.org/10.1108/CCIJ-07-2019-0087> (open access)
- Einwiller, S., Lis, B., Ruppel, C., & Sen, S. (2019). When CSR-based identification backfires: Testing the effects of CSR-related negative publicity. *Journal of Business Research*, 104, 1-13.

- Schultz, C., Einwiller, S., Seiffert-Brockmann, J., & Weitzl, W. (2019). When reputation influences trust in nonprofit organizations. The role of value attachment as moderator. *Corporate Reputation Review*, 22(4), 159–170.
- Weder, F., Einwiller, S., & Eberwein, T. (2019). Heading for new shores. Impact orientation of CSR communication and the need for communicative responsibility. *Corporate Communications: An International Journal*, 24(2), 198-211. DOI: <https://doi.org/10.1108/CCIJ-02-2019-0020> (open access)
- Einwiller, S., Ruppel, C., & Strasser, C. (2019). Effects of corporate social responsibility activities for refugees: The case of Austrian Federal Railways. *Corporate Communications: An International Journal*, 24(2), 318-333. DOI: <https://doi.org/10.1108/CCIJ-01-2018-0011> (open access)
- Seiffert-Brockmann, J., Einwiller, S., & Stranzl, J. (2018). Character assassination of CEOs in crises – Questioning CEOs' character and values in corporate crises. *European Journal of Communication*, 33(4), 413-429.
- Weitzl, W., Hutzinger, C., & Einwiller, S. (2018). An empirical study on how webcare mitigates complainants' failure attributions and negative word-of-mouth. *Computers in Human Behavior*, 89, 316-327.
- Einwiller, S., Laufer, D., & Ruppel, C. (2017). Believe me, I am one of you! The role of common group affiliation in crisis communication. *Public Relations Review*, 43(5), 1007-1015.
- Einwiller, S., Viererbl, B., & Himmelreich, S. (2017). Journalists' coverage of online firestorms in German-language news media. *Journalism Practice*, 11(9), 1178-1197.
- Einwiller, S., & Steilen, S. (2017). Beschwerdemanagement in Social Media: Wie US-amerikanische Unternehmen mit Beschwerden in Facebook und Twitter umgehen (Complaints on social media: How US companies handle complaints in Facebook and Twitter). *MedienJournal*, 39(1), 35-52.
- Weitzl, W., Einwiller, S., Wolfsteiner, E., & Wagner, U. (2016). When credibility truly matters online: Investigating the role of source credibility for the impact of customer reviews. In P. Moreau & S. Puntoni (Eds.), *NA - Advances in Consumer Research* Vol. 44 (pp. 353-358). Duluth, MN: Association for Consumer Research.
- Einwiller, S., & Faber-Wiener, G. (2016). Ethische Herausforderungen in der PR Praxis (Ethical challenges in PR practice). *MedienJournal*, 40(4), 4-20.
- Einwiller, S., & Freinschlag, A. (2016). Mitarbeitermotivation für Corporate Volunteering – Eine empirische Untersuchung am Beispiel der Initiative „A1 Internet für Alle“ (Employee motivation for corporate volunteering – an empirical study using the example of the initiative “A1 Internet for All”). *Wirtschaftspsychologie*, 4, 40-52.
- Roessing, T., & Einwiller, S. A. (2016). Portrayals of large corporations in the English and German version of Wikipedia – Exploring similarities and differences. *Corporate Reputation Review*, 19(2), 108-129.
- Einwiller, S. A., Ruppel, C., & Schnauber, A. (2016). Harmonization and differences in CSR reporting of US and German companies. Analyzing the role of global reporting standards and country-of-origin. *Corporate Communications: An International Journal*, 21(2), 230-245.
- Einwiller, S., & Steilen, S. (2015). Handling complaints on social network sites – An analysis of complaints and complaint responses on Facebook and Twitter pages of large US companies. *Public Relations Review*, 41(2), 195-204.

- Becker, J., Einwiller, S., & Medjedovic, J. (2014). The effect of incongruence between CEO and corporate brand personality on financial analysts' attitudes and assessment of a company's performance. *International Journal of Strategic Communication*, 8(3), 146-159.
- Korn, C., & Einwiller, S. (2013). Media coverage about organisations in critical situations – Analysing the impact on employees. *Corporate Communications: An International Journal*, 18(4), 451-468.
- Einwiller, S., & Johar, G. (2013). Countering accusations with inoculation: The moderating role of consumer-company identification. *Public Relations Review*, 39(3), 198-206.
- Einwiller, S., & Boenigk, M. (2012). Examining the link between integrated communication management and communication effectiveness in medium-sized enterprises. *Journal of Marketing Communications*, 18(5), 335-361.
- Römmele, A., & Einwiller, S. (2012). Soziale Medien in der Bundestagswahl 2009 (Social media in the German federal election 2009). *Zeitschrift für Parlamentsfragen*, 43(1), 103-113.
- Sommer, K., Einwiller, S., Ingenhoff, D., & Winistörfer, N. (2010). Wirtschaftsberichterstattung im Rundfunk der Schweiz. Eine inhaltsanalytische Untersuchung zu Unterschieden zwischen den Sprachregionen (Business news coverage in Swiss broadcasting. A content analysis on the differences between language regions). *Studies in Communication Sciences*, 10(2), 27-50.
- Einwiller, S., Carroll, C. E., & Korn, K. (2010). Under what conditions do the news media influence corporate reputation? The roles of media dependency and need for orientation. *Corporate Reputation Review*, 12(4), 299-315.
- Einwiller, S., & Kamins, M. (2008). Rumor has it: The moderating effect of identification on rumor impact and the effectiveness of rumor refutation. *Journal of Applied Social Psychology*, 38(9), 2248 - 2260.
- Einwiller, S., Fedorikhin, A., Johnson, A., & Kamins, M. (2006). Enough is enough! When identification no longer prevents negative corporate associations. *Journal of the Academy of Marketing Science*, 34(2), 185-194.
- Westhues, M., & Einwiller, S. (2006). Corporate foundations – Their role for corporate social responsibility. *Corporate Reputation Review*, 9(2), 144-153.
- Einwiller, S., Herrmann, A., & Ingenhoff, D. (2005). Vertrauen durch Reputation – Grundmodell und empirische Befunde im E-Business (Trust through reputation – Basic model and empirical findings in e-business). *Marketing Zeitschrift für Forschung und Praxis (Marketing ZFP)*, 1, 25-40.
- Bohner, G., Einwiller, S., Erb, H.-P., & Siebler, F. (2003). When small means comfortable: Relations between product attributes in two-sided advertising. *Journal of Consumer Psychology*, 13(4), 454-463.
- Einwiller, S. (2003). When reputation engenders trust: An investigation in business-to-consumer electronic commerce. *Electronic Markets – The International Journal of Electronic Commerce and Business Media*, 13(3), 196-209.
- Einwiller, S., & Will, M. (2002). Towards an integrated approach to corporate branding - Findings from an empirical study. *Corporate Communications: An International Journal*, 7(2), 100-109. (received the Emerald Literati Club 2003 "Highly Recommended Award")

- Erb, H.-P., Bohner, G., Rank, S., & Einwiller, S. (2002). Processing minority and majority communications: The role of conflict with prior attitudes. *Personality and Social Psychology Bulletin*, 28(9), 1172-1182.
- Geissler, U., & Einwiller, S. (2001). A typology of entrepreneurial communicators: Findings from an empirical study in e-business. *The International Journal on Media Management*, 3(3), 154-160.
- Darke, P., Chaiken, S., Bohner, G., Einwiller, S., Erb, H.-P., & Hazlewood, D. (1998). Accuracy motivation, consensus information, and the law of large numbers: Effects on attitude judgement in the absence of argumentation. *Personality and Social Psychology Bulletin*, 24(11), 1205-1215.
- Bohner, G., Rank, S., Reinhard, M.-A., Einwiller, S., & Erb, H.-P. (1998). Motivational determinants of systematic processing: Expectancy moderates effects of desired confidence on processing effort. *European Journal of Social Psychology*, 28(2), 185-206.

Books and editorships

- Einwiller, S., Seiffert-Brockmann, J., Romenti, S., & Valentini, C. (Eds.) (2024). *Communication in uncertain times. How organizations deal with issues, risks and crises*. Emerald Publishing Limited, Leeds, UK.
- Einwiller, S., & Wahl, I. (Eds.) (2024). 28th International Conference on Corporate and Marketing Communications Conference Proceedings. *Valuing diversity in corporate and marketing communications: Towards an inclusive corporate and market environment*. Vienna: Self-publishing.
- Rodriguez-Salcedo, N., Moreno, A., Einwiller, S. & Recalde, M. (Eds.) (2023). *(Re)discovering the human element in public relations and communication management in unpredictable times*. Emerald Publishing Limited, Bingley, UK.
- Einwiller, S., Sackmann, S. & Zeffass, A. (Eds.) (2021). *Handbuch Mitarbeiterkommunikation. Interne Kommunikation in Unternehmen (Handbook employee communication. Internal communication in companies)*. Wiesbaden: Springer Gabler.
- Tkalac Verčič, A., Tench, R., & Einwiller, S. (Eds.) (2020). *Joy. Using strategic communication to improve well-being and organizational success*. Emerald Publishing Limited, Bingley, UK.
- Einwiller, S. (2003). *Vertrauen durch Reputation im elektronischen Handel (Trust through reputation in electronic commerce)*. Gabler/Deutscher Universitäts-Verlag, Wiesbaden. ISBN 3-8244-7865-X.

Guest editorships of journal special issues

- Einwiller, S., & Wahl, I. (2025). Diversity in Corporate and Marketing Communication. *Journal of Marketing Communications*, 31(5).
- Einwiller, S. (2023). EUPRERA 2021 – Latest research on Public Relations and Communication Management. *Journal of Communication Management*, 27(3).
- Einwiller, S. (2020). EUPRERA Congress 2019. *Journal of Communication Management*, 24(4).

- Laufer, D., & Einwiller, S. (2020). Crisis communication in the public sector. *Journal of Nonprofit & Public Sector Marketing*, 32(4).
- Naderer, B., Seiffert-Brockmann, J., Matthes, J., & Einwiller, S. (2020). Native and embedded advertising formats in the digital world. *Communications. The European Journal of Communication Research*, 45(3).
- Weder, F., Einwiller, S., Eberwein, T. (2019). CSR communication: Concepts, strategies, and future scenarios. *Corporate Communications: An International Journal*, 24(2).
- Weder, F., Einwiller, S., Eberwein, T. (2018). CSR communication and the public sphere. *MedienJournal*, 42(1).

Invited publications and book chapters

- Mavi, S. R., & Einwiller, S. (2025). Communicating about controversial issues – The case of halal offerings in the food retail and banking sectors in Germany and Austria. In H. Moravcová, P. Koudelkova, D. Heilova and C. Valentini (Eds.), *Responsibility in strategic communication* (pp. 165–188). Bingley, UK: Emerald.
- Einwiller, S. (2024). Schlüsselbegriffe der Public Relations: Image und Reputation (Key terms in PR: image and reputation). In P. Szyszka, R. Fröhlich & U. Röttger (Hrsg.), *Handbuch der Public Relations* (4. Aufl., S. 403-429). Wiesbaden: Springer VS.
- Einwiller, S., & Bohner, G. (2024). Chaiken, Liberman & Eagly (1989): Heuristisch-Systematisches Modell. In O. Hoffjann & S. Sandhu (Hrsg.), *Schlüsselwerke für die Strategische Kommunikationsforschung* (S. 341-351). Wiesbaden: Springer VS.
- Einwiller, S. (2024). Kunda (1990): Motiviertes Denken. In O. Hoffjann & S. Sandhu (Hrsg.), *Schlüsselwerke für die Strategische Kommunikationsforschung* (S. 411-420). Wiesbaden: Springer VS.
- Einwiller, S., & Korn, C. (2024). What's happening at your company?! Employees' reactions to inquiries of outsiders in the event of negative media coverage. In S. Einwiller, J. Seiffert-Brockmann, S. Romenti & C. Valentini (Eds.), *Communication in uncertain times. How organizations deal with issues, risks and crises* (pp. 73-92). Emerald Publishing Ltd.
- Einwiller, S. (2024). Consumer complaining. In K. Podnar (Ed.), *Elgar encyclopedia of corporate communication* (pp. 519–522). Edward Elgar.
- Wolfgruber, D., & Einwiller, S. (2024). Organizational identification. In K. Podnar (Ed.), *Elgar encyclopedia of corporate communication* (pp. 484–489). Edward Elgar.
- Ruppel, C., Stranzl, J., Einwiller, S., Hagelstein, J., Wahl, I., & Berger, K. (2024). Employee Appreciation. The value of valuing people. (Communication Insights, Issue 21). Academic Society for Management & Communication. Available online at <https://www.akademische-gesellschaft.com/publikation/employee-appreciation/?lang=en>
- Rußmann, U., Einwiller, S., Seiffert-Brockmann, J., Stürmer, L., & Reiter, G. (2023). Journalismus in Zeiten verschwimmender Grenzen zwischen Journalismus, PR und Werbung (Journalism in times of blurring boundaries between journalism, PR and advertising). In T. Hug & J. Penz (Hrsg.), *Blinde Flecken im Mediensystem? – Qualitätsjournalismus im Krisenmodus* (S. 65–76). Innsbruck University Press.
- Einwiller, S., & Weitzl, W. (2023). Digital corporate communication and complaint management. In V. Luoma-aho & M. Badham (Eds.), *Handbook on digital corporate*

- communication* (pp. 193-207). Cheltenham UK and Northampton MA: Edward Elgar Publishing.
- Einwiller, S., & Ruppel, C. (2023). Die Wirkung von (in)transparentem Native Advertising auf die Vertrauenswürdigkeit des Mediums (The effect of [in]transparent native advertising on the trustworthiness of the medium). In T. Koch, J. Beckert, B. Viererbl & N. Denner (Hrsg.), *Grenzen, Entgrenzung und Grenzüberschreitungen der Public Relations und Organisationskommunikation* (S. 23-53). Wiesbaden: Springer.
- Wolfgruber, D., & Einwiller, S. (2023). Diversity, inclusion, and communication. The role of internal communication in creating an inclusive work environment (pp. 81-97). In N. Rodriguez-Salcedo, N., A. Moreno, S. Einwiller & M. Recalde (Eds.), *(Re)discovering the human element in public relations and communication management in unpredictable times*. Bingley, UK: Emerald.
- Wolfgruber, D., Einwiller, S., & Wloka, M. (2022). Tackling the backlash. Dealing with internal and external criticism of D&I initiatives. *Communication Insights*, Issue 16. Leipzig, Germany: Academic Society for Management & Communication. https://www.akademische-gesellschaft.com/fileadmin/webcontent/Forschungsthemen/Diversity_Kommunikation_als_Provokation/aguk-communication-insights-issue16.pdf
- Einwiller, S., Seiffert-Brockmann, J., & Ninova-Solovykh, N. (2022). Agile integrated communication – A content-based approach. In J. Falkheimer & M. Heide (Eds.), *Research Handbook of Strategic Communication* (pp. 400-415). Cheltenham: Edward Elgar Publishing.
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Conferences (full papers)

- Ninova-Solovykh, N., Wahl, I., & Einwiller, S. (2024). *Consumers' responses to public company-directed activism: An experimental comparison of insider and outsider activism*. Paper presented at the EUPRERA 25th Annual Congress, Sept. 11-14, Bucharest, Romania.
- Hagelstein, J., Wahl, I., Stranzl, J., Einwiller, S., & Ruppel, C. (2024). *Communicating appreciation in the workplace: First insights from an employee survey on sources and reasons of appreciation*. Paper presented at the EUPRERA 25th Annual Congress, Sept. 11-14, Bucharest, Romania.
- Wang, Y., Einwiller, S., & Laufer, D. (2024). *Employee perceptions of crisis spillover risk: The role of crisis severity and corporate response strategies*. Paper presented at the EUPRERA 25th Annual Congress, Sept. 11-14, Bucharest, Romania.
- Mavi, S. R., & Einwiller, S. (2023). *Communicating about controversial issues – The case of halal offerings in the food retail and banking sectors in Germany and Austria*. Paper presented at the 24th EUPRERA Annual Congress, Sept. 20-23, Prague, Czech Republic.
- Ninova-Solovykh, N., Wahl, I., & Einwiller, S. (2023). *A situational perspective on employee activism: Examining the role of symmetrical internal communication*. Paper presented at the EUPRERA 24th Annual Congress, Sept. 20-23, Prague, Czech Republic.
- Wahl, I., Siegel, M., & Einwiller, S. (2023). *What is published about employee communication regarding LGBT+: A scoping review of quantitative research*. Paper presented at the 24th EUPRERA Annual Congress, Sept. 20-23, Prague, Czech Republic.
- Wahl, I., & Einwiller, S. (2023). *Fostering employees' organizational identification and organizational citizenship behavior in a diverse workforce*. Paper presented at the 73rd Annual ICA Conference, May 25-29, Toronto, Canada.
- Seiffert-Brockmann, J., Einwiller, S., Stürmer, L., Russmann, U., & Reiter, G. (2023). *Role-conflicts in communication practice in times of blurring boundaries between public relations, advertising and journalism*. Paper presented at the 73rd Annual ICA Conference, May 25-29, Toronto, Canada. (received best faculty paper award of the PR Division)
- Mavi, S. R., Einwiller, S., & Wahl, I. (2023). *Communicating about halal products to non-Muslim consumers – The role of fit and scepticism*. Paper presented at the 27th

- International Corporate and Marketing Communication Conference, April 3-4, Cranfield, UK. (received best paper award)
- Wahl, I., Siegel, M., & Einwiller, S. (2023). *What is known about employee communication regarding LGBT+: A scoping review*. Paper presented at the 27th International Corporate and Marketing Communication Conference, April 3-4, Cranfield, UK.
- Laufer, D., Einwiller, S., & Neureiter, A. (2022). *All the news that is fit to print? Reporting on a victim's character during a crisis*. Paper presented at the 23rd EUPRERA Annual Congress, Sept. 21-23, Vienna, Austria.
- Stranzl, J., Ruppel, C., & Einwiller, S. (2022). *Staying emotionally connected while being physically apart – What new remote workers need to stay committed to their organization and what internal communication can contribute*. Paper presented at the 23rd EUPRERA Annual Congress, Sept. 21-23, Vienna, Austria.
- Wahl, I., Wolfgruber, D., & Einwiller, S. (2022). *Mitigating employees' stress perception through informational and relational communication in an increasingly virtual work environment*. Paper presented at the 23rd EUPRERA Annual Congress, Sept. 21-23, Vienna, Austria.
- Stürmer, L., & Einwiller, S. (2022). *Is this advertising or not, and do I care? Perceptions of and opinions about hybrid forms of content*. Paper presented at the 23rd EUPRERA Annual Congress, Sept. 21-23, Vienna, Austria.
- Wolfgruber, D., & Einwiller, S. (2022). *Perceived inclusion at the workplace and the propensity to stand one's ground in conflict situations*. Paper presented at the 72nd Annual Conference of the International Communication Association (ICA), 26-30 May, Paris, France.
- Ninova-Solovykh, N., & Einwiller, S. (2021). *Employee activism – When employees speak out publicly against their employer*. Paper presented at the 22nd EUPRERA Annual Congress, Oct. 7-9, Pamplona, Spain.
- Wolfgruber, D., Einwiller, S., Born, M. (2021). *Diversity, inclusion, and communication: The role of internal communication in creating an inclusive work environment*. Paper presented at the 22nd EUPRERA Annual Congress, Oct. 7-9, Pamplona, Spain.
- Ruppel, C., Stranzl, J., & Einwiller, S. (2021). *Employees' personal crisis within an organizational crisis: When a lack of transparency and support causes job frustration and disengagement*. Paper presented at the 22nd EUPRERA Annual Congress, Oct. 7-9, Pamplona, Spain. (received Emerald Professional Impact Award)
- Weitzl, W., Hutzinger, C., & Einwiller, S. (2021). *Customer dissatisfaction as an antecedent of online complainants' NWOM: The role of customer-brand relationships and prior failures*. Paper presented at the 25th International Conference on Corporate and Marketing Communications (CMC2020+1), 14-16 April, Granada, Spain. (received Best Working Paper Award)
- Einwiller, S., Seiffert-Brockmann, J., Ninova, N., & Wolfgruber, D. (2019). *Does topic-based strategic communication management foster employee work engagement?* Paper presented at the 21st Annual Congress of the European Public Relations Education and Research Association (EUPRERA), 26-28 September, Zagreb, Croatia.
- Einwiller, S., & Kim, S. (2019). *How organizations exercise their responsibility to prevent harmful online communication*. Paper presented at the Conference of the International Association of Media and Communication Research (IAMCR 2019),

July 7-11, Madrid, Spain. (received Best Paper Award, Communication Policy and Technology Section of IAMCR)

- Seiffert-Brockmann, J., Einwiller, S., & Wolfgruber, D. (2019). *Agile Content Management*. Paper presented at the 69th Annual Conference of the International Communication Association (ICA), 23-29 May, Washington D.C., USA.
- Weitzl, W., Hutzinger, C., & Einwiller, S. (2019). *The dark side of customer-brand relationships: Revenge following customer satisfaction*. Paper presented at the 48th EMAC Annual Conference, May, 28-31, Hamburg, Germany.
- Weitzl, W., Hutzinger, C., Einwiller, S., & Grohs, R. (2019). *The evolution of online complainants' desires*. Paper presented at the 2019 Winter American Marketing Association (AMA) Conference, Feb. 22-24, Austin, TX. (received Best Paper Award in the category "Complexity of Firm–Customer Relationship")
- Weitzl, W., Hutzinger, C., & Einwiller, S. (2018). *How (un-)committed customers cope with (non-)economic service failures and online recovery attempts*. Paper presented at the Symposium for Language in Webcare - Interdisciplinary Perspectives, November 22-23, Ghent, Belgium.
- Weitzl, W., Hutzinger, C., Güntürkün, B.-P., & Einwiller, S. (2018). *When consumer love strikes back: The effects of online complaint handling and relationship-strength on customer revenge*. Paper presented at SERVSIG 2018, June 14-16, Paris, France.
- Gruber, M., Mayer, C., & Einwiller, S. (2018). *Participation in online firestorms. Adapting the situational theory of problem solving to the online sphere*. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
- Weitzl, W., Einwiller, S., & Seiffert-Brockmann, J. (2018). *When can sponsorship disclosures lead consumers to resist covert persuasion online?* Paper presented at the 68th Annual Conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
- Mayrhofer, M., Matthes, J., Naderer, B., & Einwiller, S. (2018). *The impact of alcohol brand appearances on Facebook on purchase intention*. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), May 24-28, Prague, Czech Republic.
- Weitzl, W., & Einwiller, S. (2017). *Investigating the outcomes of (un-)desired online service recovery actions*. Paper presented at the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR), Sept. 7-8, London, UK.
- Weitzl, W., & Einwiller, S. (2017). *Investigating online complainants' reactions to (un)desired webcare responses*. Paper presented at the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR), Sept. 7-8, London, UK.
- Weitzl, W., & Einwiller, S. (2017). *A cross-country analysis of consumer online badmouthing*. Paper presented at the 67th Annual Conference of the International Communication Association (ICA), May 25-29, San Diego, CA.
- Ruppel, C., & Einwiller, S. (2017). *Identifiers' and disidentifiers' reactions to corporate misconduct – The role of emotions as mediators*. Paper presented at the 67th Annual Conference of the International Communication Association (ICA), May 25-29, San Diego, CA.

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- Weitzl, W., Wolfsteiner, E., Wagner, U., & Einwiller, S. (2016). *My friends say: Best product ever! The critical role of source credibility and product type for positive vs. negative online review influence*. Paper presented at the Global Marketing Conference, 2016, July 21-24, Hong Kong.
- Einwiller, S., & Carroll, C.E. (2016). *How balanced is CSR reporting? An intercultural comparison of negative disclosures*. Paper presented at the 66th Annual Conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
- Einwiller, S., Himmelreich, S., & Viererbl, B. (2016). *The role of user-generated criticism in mainstream media coverage: How journalists cover online firestorms*. Paper presented at the 66th Annual Conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
- Weitzl, W., Einwiller, S., Beldad, A.D., & Zniva, R. (2016). *Creating consumer-based brand equity with brand communication on Facebook*. Paper presented at the 66th Annual Conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
- Ngai, C., & Einwiller, S. (2016). *Relationship building on Sina Weibo: Exploring cultural influence on Chinese and German companies' communication practices*. Paper presented at the 66th Annual Conference of the International Communication Association (ICA), June 9-13, Fukuoka, Japan.
- Einwiller, S., & Korn, C. (2015). *Employees' reactions to inquiries of outsiders in the event of negative media coverage – The roles of organizational identification and internal corporate communication*. Paper presented at the 65th Annual Conference of the International Communication Association (ICA), May 21-25, San Juan, Puerto Rico.
- Einwiller, S., & Korn, C. (2014). *The Effects of favorable media coverage about an organization on its employees*. Paper presented at the Preconference of the ICA Organizational Communication Division, May 22, Seattle, WA.
- Ruppel, C., & Einwiller, S. (2013). *Beware of attacks on consumer-company identification*. Paper presented at the 2nd International CSR Communication Conference, Sept. 18-20, Aarhus, Denmark.
- Carroll, C. E., & Einwiller, S. (2013). *Disclosure alignment and transparency signaling in CSR reports*. Paper presented at the 2nd International CSR Communication Conference, Sept. 18-20, Aarhus, Denmark.
- Einwiller, S., & Schnauber, A. (2013). *The influence of international reporting standards on CSR reporting*. Paper presented at the 63rd Annual Conference of the International Communication Association (ICA), June 17-21, London, Great Britain.
- Schultz, C., & Einwiller, S. (2013). *The role of reputation to engender support for nonprofit organizations*. Paper presented at the 63rd Annual Conference of the International Communication Association (ICA), June 17-21, London, Great Britain.

- Landmeier, C., & Einwiller, S. (2011). *Media coverage about organizations in critical situations – Analyzing the impact on employees*. Paper presented at the 2nd International Conference on Crisis Communication at the Beginning of the 21st Century, Oct. 6-8, Aarhus, Denmark.
- Römmele, A., & Einwiller, S. (2010). *Citizen leaders and party laggards: Social media in the 2009 German Federal Election*. Paper presented at the Annual Meeting of the American Political Science Association, Sept. 1-5, Washington, DC.
- Einwiller, S., & Römmele, A. (2010). *The role of the company leader in communicating and accepting responsibility during a crisis*. Paper presented at the 13th EUPRERA Annual Congress, Sept. 23-24, Jyväskylä, Finland.
- Einwiller, S., Liehr-Gobbers, K., Renner, M., & Wänke, M. (2008). *The role of reputation to engender trust in the pharmaceutical industry*. Paper presented at the 37th Conference of the European Marketing Academy (EMAC), May 27-30, Brighton, UK.
- Einwiller, S., & Kamins, M. A. (2007). *The impact of identification on the effectiveness of refutation as a counter-rumor strategy*. Paper presented at the Annual Conference of the Academy of Marketing Science (AMS), May 23-26, Coral Gables, FL.
- Einwiller, S., & Johar, G. (2007). *Preventing damage from accusations – The case of Walmart*. Paper presented at the 36th Conference of the European Marketing Academy (EMAC), May 22-25, Reykjavik, Iceland.
- Westhues, M., & Einwiller, S. (2004). *Corporate foundations and corporate reputation – How corporate foundations can contribute to corporate social responsibility communication*. Paper presented at the 8th International Research Conference on Corporate Reputation, Identity, and Competitiveness, May 20-23, 2004, Fort Lauderdale, FL.
- Einwiller, S., Ingenhoff, D., & Schmid, B. (2003). *A model of trust and reputation in electronic commerce*. Paper presented at the 32nd European Marketing Association Conference (EMAC), May 20-23, Glasgow.
- Prykop, C., Einwiller, S., & Ingenhoff, D. (2003). *Applying issues management to meet the challenges of corporate brand management – An empirical investigation in Europe*. Paper presented at the Annual Conference of the Academy of Marketing Science, May 28-31, Wyndham Washington, DC.
- Einwiller, S. (2001). *The significance of reputation and brand for creating trust in the different stages of a relationship between an online vendor and its customers*. Paper presented at the 8th Research Symposium on Emerging Electronic Markets (RSEEM2001), Sept. 16-18, Maastricht, NL.
- Einwiller, S. (2001). *Trust in mobile electronic commerce – Special aspects and possible actions*. Paper presented at the 4th International Conference on Telecommunications and Information Markets (COTIM 2001), July 18-20, Karlsruhe, Germany.
- Einwiller, S. & Will, M. (2001). *The role of reputation to engender trust in electronic markets*. Paper presented at the 5th International Conference on Corporate Reputation, Identity, and Competitiveness, May 17-19, Paris, France.
- Einwiller, S., Geissler, U., & Will, M. (2000). Engendering trust in Internet businesses using elements of corporate branding. In H. Michael Chung (Ed.), *Proceedings of the 2000 Americas Conference on Information Systems (AMCIS 2000)* (pp. 733-739). Aug. 10-13, 2000, Long Beach, CA.

- Geissler, U., & Einwiller, S. (2000). Branding cyberpreneurs - Challenges for communications management in the 21st Century. In T.J. Boyle, B. Hinrichs, & K. Klenke (Eds.), *Proceedings of the 18th AoM / IAoM Annual Conference* (pp. 39-46). Chesapeake, Virginia: Maximilian Press.
- Porak, V., Geissler, U., & Einwiller, S. (2000). Corporate media - An approach for corporate community management. In H. R. Hansen, M. Bichler, H. Mahrer (Eds.), *Proceedings of the 8th European Conference of Information Systems (ECIS 2000)* (pp. 771-778).

Conferences (abstracts, posters)

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- Baciu, A., & Einwiller, S. (2025). *Recognition of native advertising and effects on media trust – A comparison between GenZ and Baby Boomers*. 29th International Conference on Corporate and Marketing Communications, April 15-16, Birmingham, UK.
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