

## Professor Dr. Sabine A. Einwiller

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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 Sept 14: Professor of Public Relations Research, University of Vienna, 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: Researcher 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**

Association for Consumer Research (ACR)

Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK)

European Communication Research and Education Association (ECREA)

European Public Relations Education and Research Association (EUPRERA)

International Communication Association (ICA)

## **PROFESSIONAL MEMBERSHIPS**

Arthur W. Page Society

Österreichischer Ethik-Rat für Public Relations (Austrian Council on Public Relations Ethics)

## **CONFERENCE ORGANISATION**

4th International CSR Communication Conference CSRCOM, September 21-23, Vienna, Austria.

## **PUBLICATIONS AND MANUSCRIPTS**

### ***Journals (peer reviewed)***

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.

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). *Medien Journal*, 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.

### **Monographs**

- Einwiller, S. (2003). *Vertrauen durch Reputation im elektronischen Handel (Trust through reputation in electronic commerce)*. Wiesbaden: Gabler/Deutscher Universitäts-Verlag. ISBN 3-8244-7865-X.

### **Invited Articles and Chapters**

- Einwiller, S. (2016). Attitudes. In C. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation* (pp. 43-45). Thousand Oaks, CA: SAGE.
- Einwiller, S. (2016). Messung des Kommunikationserfolges der Mitarbeiterkommunikation (Measurement of employee communication performance) (pp. 555-575). In F.-R. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuch Controlling der Kommunikation. Grundlagen – Innovative Ansätze – Praktische Umsetzungen*. Wiesbaden: Springer Gabler.
- Korn, C., & Einwiller, S. (2016). Negative Medienberichterstattung über Organisationen – Ihre Bedeutung für Mitarbeitende und interne Kommunikation (Negative news media coverage about organizations – Its significance for employees and internal communication) (pp. 123-141). In S. Huck-Sandhu (Eds.), *Interne Kommunikation im Wandel. Theoretische Konzepte und empirische Befunde*. Springer VS.
- Einwiller, S. & Ruppel, C., (2015). Corporate brand: Experimental research in corporate branding. In T. C. Melewar & S. F. Syed Alwi (Eds.), *Corporate branding: Areas, arenas and approaches* (pp. 208-229). Routledge.
- Carroll, C. E. & Einwiller, S. A. (2014). Transparency Signaling and Disclosure Alignment in CSR Reporting. In, Information Resources Management Association (Ed.), *Human Rights and Ethics: Concepts, Methodologies, Tools, and Application* (Chapter 42, pp. 757-777). Hershey, PA: IGI-Global.

- Himmelreich, S., & Einwiller, S. (2014). Wenn der „Shitstorm“ überschwappt – Eine Analyse digitaler Spillover in der deutschen Print- und Onlineberichterstattung (When the „shitstorm“ spills over – An analysis of digital spillovers in German print- and online coverage). In O. Hoffmann & T. Pleil (Eds.), *Strategische Onlinekommunikation – Theoretische Konzepte und empirische Befunde* (pp. 183-205). Wiesbaden: Springer VS.
- Einwiller, S. (2014). Reputation und Image: Grundlagen, Einflussmöglichkeiten, Management (Reputation and image: Principles, possibilities to influence, management). In A. Zerfaß & M. Piwinger (Eds.), *Handbuch Unternehmenskommunikation* (pp. 371-391). Wiesbaden: Springer Gabler.
- Carroll, C. E., & Einwiller, S. A. (2014). Disclosure alignment and transparency signaling in CSR reports. In Roderick P. Hart (Ed.), *Communication and Language Analysis in the Corporate World* (pp. 249-270). Hershey, PA: IGI-Global.
- Einwiller, S. & Schnauber, A. (2013). Wie deutsche und US-amerikanische Großunternehmen über ihre unternehmerische Verantwortung berichten - Gemeinsamkeiten und Unterschiede (How German and US corporations report on their corporate responsibility - similarities and differences). In D. Ingenhoff (Ed.), *Internationale PR-Forschung* (pp. 53-85). Konstanz: UVK.
- Einwiller, S. (2013). Corporate attributes and associations. In C. E. Carroll (Ed.), *Handbook of communication and corporate reputation* (pp. 293-305). Malden, MA: Wiley-Blackwell.
- Maier, M., Einwiller, S., & Theilmann, K. (2012). Interne Kommunikation aus der kommunikationswissenschaftlichen Perspektive (Internal communication from the perspective of communication sciences). In M. Maier, A. Retzbach, & F. Schneider (Eds.), *Psychologie der internen Organisationskommunikation* (pp. 117-133). Göttingen: Hogrefe.
- Einwiller, S., & Landmeier, C. (2012). Interne Kommunikation: Digitale Strategien für Mitarbeiter und Führungskräfte (Internal communication: Digital strategies for employees and managers). In A. Zerfaß & T. Pleil (Eds.), *Handbuch Online-PR. Strategische Kommunikation im Internet und Social Web* (pp. 201-216). Konstanz: UVK.
- Einwiller, S., & Kuhn, M. (2011). Integrated reputation analysis at Daimler. In S. Helm, K. Liehr-Gobbers, & C. Storck (Eds.), *Reputation management* (pp. 189-200). Berlin and Heidelberg: Springer.
- Einwiller, S., Bentele, G., & Landmeier, C. (2011). Corporate reputation and the news media in Germany. In C. Carroll (Ed.), *Corporate reputation and the news media. Agenda-setting within business news coverage in developed, emerging, and frontier market* (pp. 76-95). New York and London: Routledge.
- Johar, G., Birk, M., & Einwiller, S. (2010). How to save your brand in the face of crisis. *MIT Sloan Management Review*, 51(4), 57-64.
- Johar, G., Birk, M., & Einwiller, S. (2008). Brand recovery communication in the face of crisis. *HERMES*, Columbia Business School, Winter 2008, 16-21.
- Einwiller, S., & Ingenhoff, D. (2008). Corporate branding and issues management - Integrating two concepts to enhance corporate reputation. In M. Meckel & B. Schmid (Eds.), *Kommunikationsmanagement im Wandel* (pp. 249-269). Wiesbaden: Gabler.

- Einwiller, S., Klöfer, F., & Nies, U. (2008). Mitarbeiterkommunikation (Employee communication). In M. Meckel & B. Schmid (Eds.), *Unternehmenskommunikation. Kommunikationsmanagement aus Sicht der Unternehmensführung* (pp. 217-256) (2nd Edn.). Wiesbaden: Gabler.
- Einwiller, S. (2007). Corporate Branding. Das Management der Unternehmensmarke (Corporate branding. Management of the corporate brand). In A. Florack, M. Scarabis, & E. Primosch (Eds.), *Psychologie der Markenführung* (pp. 113-135). München: Vahlen.
- Einwiller, S. (2003). The significance of reputation and brand in creating trust between an online vendor and its customers. In O. Petrovic, M. Fallenböck, & Ch. Kittl (Eds.), *Trust in the network economy* (pp. 113-127). Berlin: Springer.
- Tomczak, T., Kernstock, J., Will, M., Brockdorff, B., & Einwiller, S. (2001). Corporate Branding – Die zukunftsweisende Funktion zwischen Marketing, Unternehmenskommunikation und strategischem Management (Corporate branding – the pioneering function between marketing, corporate communication and strategic management). *Thexis*, 4, 2-4.

### **Conferences (papers)**

- 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), September 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.
- Einwiller, S. (2017). *To do good in the name of the employer*. Paper presented at the 67th annual conference of the International Communication Association (ICA), May 25-29, San Diego, CA.
- Weitzl, W., & Einwiller, S. (2017). *When service recovery actions backfire*. Paper presented at the 2017 Winter American Marketing Association (AMA) Conference, Feb. 17-19, Orlando, FL.
- 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*. Presented at the Global Marketing Conference, 2016, July 21-24, Hong Kong.
- 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*. Presented at the Association for Consumer Research Conference 2016, Oct 27-30, Berlin, Germany.
- 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 2<sup>nd</sup> International CSR Communication Conference, September 18-20, Aarhus, Denmark.
- Carroll, C. E., & Einwiller, S. (2013). *Disclosure alignment and transparency signaling in CSR reports*. Paper presented at the 2<sup>nd</sup> International CSR Communication Conference, September 18-20, Aarhus, Denmark.
- Einwiller, S., & Schnauber, A. (2013). *The influence of international reporting standards on CSR reporting*. Paper presented at the 63<sup>rd</sup> 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 63<sup>rd</sup> 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 2<sup>nd</sup> International Conference on Crisis Communication at the Beginning of the 21<sup>st</sup> Century, October 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, September 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 EUPRERA Congress 2010, September 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 37<sup>th</sup> Conference of the European Marketing Academy (EMAC), May 27-30, Brighton, Great Britain.

- 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 36<sup>th</sup> 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 8<sup>th</sup> 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 32<sup>nd</sup> 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 8<sup>th</sup> Research Symposium on Emerging Electronic Markets (RSEEM2001), September 16-18, Maastricht, NL.
- Einwiller, S. (2001). *Trust in mobile electronic commerce – Special aspects and possible actions*. Paper presented at the 4<sup>th</sup> 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 5<sup>th</sup> 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). August 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)**

- Einwiller, S., Ruppel, C., & Strasser, C. (2017). *CSR effects on the company – The case of ÖBB's activities for refugees*. Presented at the 4th International CSR Communication Conference CSRCOM, September 21-23, Vienna, Austria.



- Hung-Baesecke, F., Chen, R., Einwiller, S. & Cheng, Y. (2017). *Leadership in CSR and employee supportive behavior*. Presented at the 4th International CSR Communication Conference CSRCOM, September 21-23, Vienna, Austria.
- Einwiller, S., & Kim, S. (2017). *Curbing harmful online communication – A social responsibility of online platform operators*. Presented at Bledcom, Juni 30 - July 1, Bled, Slovenia.
- Weitzl, W., & Einwiller, S. (2017). *Reconsidering the Boomerang Effect: When good eWOM truly hurts and bad eWOM really sells*. Presented at the 22<sup>nd</sup> International Conference on Corporate and Marketing Communications: Challenges of Marketing Communications in a Globalized World, May 4-5, Zaragoza, Spain.
- Ruppel, C., & Einwiller, S. (2016). *Do identified and disidentified consumers feel differently compared to non-identified consumers, and hence act differently toward corporate misconduct?* Presented at the Association for Consumer Research Conference 2016, Oct 27-30, Berlin, Germany.
- Einwiller, S., & Ngai, C. (2016). *How Chinese and German companies communicate on Sina Weibo*. Presented at the 21st International Conference on Corporate and Marketing Communication, April 7-8, London, UK.
- Einwiller, S., & Weitzl, W. (2016). *Effectiveness of responding to online complaints*. Presented at the 21st International Conference on Corporate and Marketing Communication, April 7-8, London, UK.
- Viererbl, B., Einwiller, S., & Himmelreich, S. (2016). *"Stürmische Zeiten" – Eine Inhaltsanalyse der Medienberichterstattung über Shitstorms in deutschsprachigen Print- und Onlinemedien*. Presented at 61<sup>st</sup> Annual Conference of the Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK), March 30-April 1, Leipzig, Germany.
- Einwiller, S., Ruppel, C., Laufer, D., & Garrett, T. (2016). *Who Shall Speak in a Crisis? The Role of Spokesperson Nationality*. Presented at the 19<sup>th</sup> International Public Relations Research Conference, 4-8 March, Miami, Florida.
- Einwiller, S. & Lis, B. (2016). *Sensitivity of CSR-based identification in the event of negative publicity*. Presented at the Winter Conference of the Society for Consumer Psychology (SCP), Feb. 26-27, St. Pete Beach, Florida.
- Einwiller, S., & Korn, C. (2015). *The role of the media for internal corporate communication*. Presented at Bledcom, July 3-4, Bled, Slovenia.
- Einwiller, S., & Carroll, C. E. (2015). *(In)transparency in CSR reporting?* Presented at the 3rd CSRCom Conference, September 17-19, Ljubljana, Slovenia.
- Einwiller, S., & Weitzl, S. (2015). *Online complaining. Motives, personality and evaluations of corporate responses*. Presented at the Corporate Communication International (CCI) Conference on Corporate Communication 2015, June 2–5, New York.
- Einwiller, S., & Laufer, D. (2014). *Wining the crisis by winning observers over*. Presented at the 9<sup>th</sup> International Conference Corporate Identity / Associations Research Group, September 5-7, 2014, Amsterdam, The Netherlands.
- Einwiller, S., & Steilen, S. (2014). *Complaints in social media – Intercultural differences in complaining and complaint management*. Presented at Bledcom, July 4-5, Bled, Slovenia.

- Himmelreich, S., & Einwiller, S. (2014). *Criticizing companies on Facebook – A qualitative study on motives and situational factors for negative electronic word-of-mouth in online social networks*. Presented at Bledcom, July 4-5, Bled, Slovenia.
- Einwiller, S., & Ngai, C. (2014). *A comparative study of Chinese and German automobile companies on Chinese social media*. Presented at the 13<sup>th</sup> CCI Conference on Corporate Communication, June 3-6, Hongkong.
- Himmelreich, S., & Einwiller, S. (2014). *When the online firestorm goes mainstream – A content analysis of print and online news media*. Presented at the 19<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC), April 3-4, Milan, Italy.
- Steilen, S., & Einwiller, S. (2013). *Beschwerdemanagement im Social Web. Ein Vergleich US-amerikanischer und deutscher Großunternehmen (Complaint management in social media. A comparative analysis of US and German corporations)*. Presented at the 20<sup>th</sup> Annual Conference of the Fachgruppe PR/Organisationskommunikation der DGPUK, October 31-November 2, Wolfsburg, Germany.
- Lis, B., & Einwiller, S. (2013). When bad CSR happens to 'good' companies. The moderating role of identification. In S. Botti & A. Labroo (Eds.), *NA - Advances in Consumer Research Volume 41 (07-A)*. Duluth, MN: Association for Consumer Research.
- Roessing, T., & Einwiller, S. (2013). *Wikipedia's portrayals of large corporations - An analysis of corporate reputation dimensions in the English and German version of Wikipedia*. Presented at the 17<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, June 5-7, Barcelona, Spain.
- Einwiller, S., & Steilen, S. (2013). *How companies handle complaints in social media*. Presented at the 12<sup>th</sup> CCI Conference on Corporate Communication, June 4-7, New York, NY.
- Crecelius, I., Einwiller, S., & Himmelreich, S. (2012). *Complaint management in social media. How companies deal with critical comments on Facebook*. Presented at the 4<sup>th</sup> European Communication Conference, October 24-27, Istanbul, Turkey.
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