

Professor Dr. Sabine A. Einwiller

University of Vienna
Department of Communication
Kolingasse 14-16
1090 Vienna
Austria
sabine.einwiller@univie.ac.at
<https://ccom.univie.ac.at>

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), 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), Head of the Council (2018-2022)

MEMBERSHIPS IN EDITORIAL BOARDS

Corporate Communications: An International Journal
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., Wolfgruber, D., & Einwiller, S. (2023). Mitigating teleworkers' perceived technological complexity and work strains through supportive team communication. *Corporate Communications: An International Journal*, ahead-of-print. 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.) (to appear). *Communication in uncertain times. How organizations deal with issues, risks and crises*. Emerald, Bingley, UK.
- 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, 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*. Bingley: Emerald Publishing.
- 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.

Guest editorships of journal special issues

- 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

- 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 (2023), *(Re)discovering the human element in public relations and communication management in unpredictable times*. Emerald, Bingley, UK.
- 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.
- Einwiller, S., Stranzl, J., & Wahl, I. (2022). Hybride Arbeitssettings. Die Rolle der Mitarbeiterkommunikation (Hybrid work arrangements. The role of employee communication). *prmagazin*, 52(8), E1-E6. <https://prmagazin.de/theorie-praxis-08-2022/>
- Einwiller, S. (2022). Emotionale Bindung durch Mitarbeiterkommunikation in Zeiten von Virtualisierung (Affective commitment through employee communication in times of virtualization). *PERSONALquarterly – Wissenschaftsjournal für die Personalpraxis*, 03/2022, 24-27.
- Seiffert-Brockmann, J., Einwiller, S., Ninova-Solovykh, N. & Weitzl, W. (2022). Content Marketing – Kommunikationspraxis mit inhärentem Interessenkonflikt? (Content marketing - communication practice with inherent conflict of interest?). In K. Thummes, A. Dudenhausen & U. Röttger (Hrsg.), *Wert- und Interessenkonflikte in*

- der strategischen Kommunikation (Value conflict and conflict of interest in strategic communication)* (S. 165-184). Wiesbaden: Springer.
- Einwiller, S. (2022). 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*. Wiesbaden: Springer Gabler.
- Stürmer, L., Einwiller, S., Rußmann, U., & Kresser, S. (2022). Hybride Kommunikationsformen. Konflikte und Herausforderungen für die Kommunikationspraxis (Hybrid forms of content. Conflicts and challenges for communication practice). *Communicatio Socialis - Zeitschrift für Medienethik und Kommunikation in Religion und Gesellschaft*, 55(1), 21-32.
- Einwiller, S. (2022). Reputation und Image. Grundlagen, Einflussmöglichkeiten, Management (Reputation and image. Foundations, possibilities for influence, management). In A. Zerfass, M. Piwinger & U. Röttger (Eds.), *Handbuch Unternehmenskommunikation (Handbook of corporate communication)* (3rd Edn., pp. 371-392). Wiesbaden: Springer Gabler.
- Hoffmann, C. P., & Einwiller, S. (2022). Psychologische Dimensionen der Unternehmenskommunikation (Psychological dimensions of corporate communication). In A. Zerfass, M. Piwinger & U. Röttger (Eds.), *Handbuch Unternehmenskommunikation (Handbook of corporate communication)* (3rd Edn., pp. 447-465). Wiesbaden: Springer Gabler.
- Seiffert-Brockmann, J., & Einwiller, S. (2022). Content-Strategien in der Unternehmenskommunikation: Themensetzung, Storytelling und Newsrooms (Content strategies in corporate communication: Agenda setting, storytelling and newsrooms). In A. Zerfass, M. Piwinger & U. Röttger (Eds.), *Handbuch Unternehmenskommunikation (Handbook of corporate communication)* (3rd Edn., pp. 541-556). Wiesbaden: Springer Gabler.
- Stranzl, J., Wolfgruber, D., Einwiller, S., & Brockhaus, J. (2021). Keeping up the spirit. Internal communication in an increasingly virtual work environment. *Communication Insights*, Issue 13. Leipzig, Germany: Academic Society for Management & Communication. https://www.akademische-gesellschaft.com/fileadmin/webcontent/Publikationen/Communication_Insights/AGU_K_CommunicationInsights__13_Keeping_up_the_spirit_December_2021.pdf
- Einwiller, S. & Wolfgruber, D. (2021). Unternehmensinterne Kommunikation zu Diversity & Inklusion: Wie Kommunikation einen inklusiven Arbeitsplatz fördern kann (Internal communication on diversity & inclusion: How communication can foster an inclusive work environment). *Kommunikationsmanager*, 3-2021, 64-66.
- Einwiller, S., Sackmann, S. A., & Zerfass, A. (2021). Mitarbeiterkommunikation: Gegenstand, Bereiche und Entwicklungen (Employee communication: Subject, areas and developments). In S. Einwiller, S. Sackmann & A. Zerfass (Eds.), *Handbuch Mitarbeiterkommunikation. Interne Kommunikation in Unternehmen (Handbook employee communication. Internal communication in companies)* (S. 3-26). Wiesbaden: Springer Gabler.
- Ninova-Solovykh, N., & Einwiller, S. (2020). Mitarbeitende als Botschafter von Unternehmen (Employees as corporate ambassadors). In S. Einwiller, S. Sackmann & A. Zerfass (Eds.), *Handbuch Mitarbeiterkommunikation. Interne Kommunikation in Unternehmen (Handbook employee communication. Internal communication in companies)* (S. 463-486). Wiesbaden: Springer Gabler.

- Wolfgruber, D., Einwiller, S., & Brockhaus, J. (2021). *Let's talk about diversity and inclusion*. Communication Insights, Issue 11. Leipzig, Germany: Academic Society for Management & Communication. https://www.akademische-gesellschaft.com/fileadmin/webcontent/Publikationen/Communication_Insights/AGU_K_CommunicationInsights_11_Diversity___Inclusion_July2021.pdf
- Einwiller, S., & Ninova-Solovykh, N. (2020). Strategisches Themenmanagement – Mit oder ohne Newsroom eine bedeutende Veränderung in der Unternehmenskommunikation (Strategic content management – with or without newsroom a significant change in corporate communication). *Kommunikationsmanager*, 3-2020, 18-20.
- Einwiller, S., & Korn, C. (2020). Employee reactions to negative media coverage. In F. Frandsen & W. Johansen (Eds.), *Handbook of crisis communication* (pp. 299-318). Berlin: Mouton de Gruyter.
- Einwiller, S., & Ruppel, C. (2020). Interne Unternehmenskommunikation in der Krise - Ergebnisse einer Befragung unter Arbeitnehmenden während der Corona-Krise (Internal corporate communication during a crisis – Results of a survey among employees during the corona crisis). *prmagazin*, 7-2020, 64-71.
- Einwiller, S. (2019). Transparenz im Content Marketing (Transparency in content marketing). *Kommunikationsmanager*, 3-2019, 52-55.
- Ninova-Solovykh, N., Seiffert-Brockmann, J., Einwiller, S., Wolfgruber, D., & Berger, K. (2019). *It's all about content. Strategic Topic Management in agile organizations*. Communication Insights, Issue 6. Leipzig, Germany: Academic Society for Management & Communication. http://www.akademische-gesellschaft.com/fileadmin/webcontent/Publikationen/Communication_Insights/Commlnsights_Issue6_It_s_all_about_content.pdf
- Weitzl, W., & Einwiller, S. (2018). Consumer engagement in the digital era: Its nature, drivers, and outcomes. In K. Johnston & M. Taylor (Eds.), *The handbook of communication engagement* (pp. 453-473). Hoboken, NJ: Wiley-Blackwell.
- Einwiller, S., & Gratz, M. (2018). Der VW-Abgasskandal in Social Media. Eine Analyse der deutschen und US-amerikanischen Facebook-Kommunikation des VW Konzerns während des Abgasskandals (The Volkswagen emissions scandal in social media. An analysis of the communication on the company's German and US Facebook site during the emissions scandal). In T. Duschlbauer, S. Martin & P. Saffarnia (Eds.), *Organisationskommunikation im Zeichen der Digitalisierung* (pp. 115-127). Baden-Baden: Nomos.
- 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). In F.-R. Esch, T. Langner, & M. Bruhn (Eds.), *Handbuch Controlling der Kommunikation. Grundlagen – Innovative Ansätze – Praktische Umsetzungen* (pp. 555-575). 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. Hoffjann & 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. 221-260) (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)

- 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 24th EUPRERA Annual Congress, Sept. 20-23, Prague, Czech Republic.
- 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.
- 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.

- 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., Zniva, R., Einwiller, S., & Beldad, A. (2017). Success factors of brand communication on Facebook: A structured abstract. In, M. Stieler (Ed.), *Creating marketing magic and innovative future marketing trends. Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference* (p. 293-297). Springer, Cham.
- Weitzl, W., & Einwiller, S. (2017). *When online service recovery actions backfire*. Paper presented at the 2017 Winter AMA Conference, February 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*. 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)

- Einwiller, S., & Wolfgruber, D. (2023). *Criticism on DEI-related corporate social media postings and how companies handle it*. Bledcom, June 30-July 1, Bled, Slovenia.
- Einwiller, S. (2023). *Ethische Herausforderungen im Content Marketing*. IU-Fachtagung Content Marketing 2.0, 14. Juni, Munich, Germany.
- Seiffert-Brockmann, J., Rußmann, U., Einwiller, S., Reiter, G., Stürmer, L., & Kresser, S. (2022). *Towards a typology of conflict. Blurring boundaries between PR, advertising and journalism: Ethical challenges for PR practitioners and possible solutions*. European Communication Conference (ECREA), 19-22 October, Aarhus, Denmark.
- Rußmann, U., Einwiller, S., Seiffert-Brockmann, J., Reiter, G., Stürmer, L., & Kresser, S. (2022). *Journalism in times of blurring boundaries between journalism, PR and marketing*. European Communication Conference (ECREA), 19-22 October, Aarhus, Denmark.
- Wolfgruber, D., & Einwiller, S. (2022). *Wer braucht schon Diversity und Inclusion? Eine Studie zum Umgang von Unternehmen mit interner Kritik an D&I-Maßnahmen. (Who needs diversity and inclusion? A study on the handling of internal criticism on D&I measures*. EUKO 22, 6-8 October, Hamburg, Germany.
- Stranzl, J., & Einwiller, S. (2022). *Role perceptions and challenges of internal communication practitioners in facilitating the shift toward a more flexible work environment*. Bledcom, July 1-2, Bled, Slovenia.
- Einwiller, S., & Stürmer, L. (2022). *Blurring boundaries between advertising, journalism and public relations – challenges and conflicts*. 26th International Conference on Corporate and Marketing Communications, April 18-20, Nicosia, Cyprus.
- Einwiller, S., & Ruppel, C. (2021). *Native advertising: News media's trust dilemma*. 8th European Communication Conference (ECREA), 6-9 September, Braga, Portugal (online).
- Weitzl, W., Hutzinger, C., & Einwiller, S. (2021). *Brand (un-)attached complainants' thoughts and feelings during the co-created online recovery process*. ABC Regional Conference: Europe, Africa and Middle East, 26-28 Aug., Vienna, Austria (online).
- Holosová, K., Hong, S., Ruppel, C., & Einwiller, S. (2021). *Remote working during the COVID-19 crisis: The impact of communication and support on employees' perception of social isolation, their perceived productivity and their work satisfaction*. Bledcom, July 2-3, Bled, Slovenia (online).
- Wolfgruber, D., & Einwiller, S. (2020). *Diversity and inclusion in corporate codes of ethics of large companies*. Conference on Intercultural Aspects in CSR Communication, November 20-21, Vienna, Austria (online).

- Weitzl, W., Hutzinger, C., & Einwiller, S. (2020). How can firms stop negative word-of-mouth? A typology of online complainants: An Abstract. In F. Pantoja, S. Wu & N. Krey (Eds.), *Enlightened marketing in challenging times. AMSWMC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 81-82). Cham: Springer.
- Weitzl, W., & Einwiller, S. (2019). Intervening failure attribution perceptions and NWOM with online service recovery actions: An abstract. In P. Rossi & N. Krey (Eds.), *Finding new ways to engage and satisfy global customers. AMSWMC 2018. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (p. 743). Cham: Springer.
- Einwiller, S., Weitzl, W., Stürmer, L., & Laufer, D. (2019). *Consumers' perceptions and reactions to content marketing*. Australian New Zealand Marketing Academy Conference (ANZMAC 2019), Dec. 2-4, Wellington, New Zealand.
- Einwiller, S., Ninova-Solovykh, N., Weitzl, W., & Seiffert-Brockmann, J. (2019). *Content Marketing – Kommunikationspraxis mit inhärentem Interessenkonflikt?* DGPUK Fachgruppentagung PR/Organisationskommunikation, Oct. 31-Nov. 2, Münster, Germany.
- Einwiller, S., Weitzl, W., & Stürmer, L. (2019). *Perceptions of content marketing. An exploratory study*. Conference of the German Communication Association (DGPUK) Advertising Communication Division and Media Education Division, Nov. 27-29, Vienna, Austria.
- Einwiller, S., Weitzl, W., & Seiffert-Brockmann, J. (2019). *Effectiveness of Native Advertisement Content*. 24th International Conference on Corporate and Marketing Communications, April 29-30, Tel Aviv, Israel.
- Einwiller, S., Seiffert-Brockmann, J., & Weitzl, W. (2019). *(Un-)Verantwortliche Werbung? Reaktion von RezipientInnen auf Sponsorship-Disclosures und Native Advertising Inhalte*. Kommunikationswissenschaftlichen Tage, April 25-27, Wien, Österreich.
- Wolfgruber, D., & Einwiller, S. (2018). *The ethical borderline? An intercultural comparison of codes of conduct / ethics*. Presented at the 7th European Communication Conference, ECREA 2018, Oct. 31-Nov. 3, Lugano, Switzerland.
- Opitz, M., & Einwiller, S. (2018). *'That's (not) my business': Examining behavior, interactions and implications of consumer brand advocates and brand adversaries in Social Media*. Presented at the Association for Consumer Research Annual Conference 2018, October 11-14, Dallas, TX.
- Seiffert-Brockmann, J., Einwiller, S., & Ruppel, C. (2018). *Critical coverage: The impact of responsibility attribution on attitude, (dis)identification and trust*. Bledcom 2018, July 5-7, Bled, Slovenia.
- Mayrhofer, M., Einwiller, S., & Matthes, J. (2017). *Advertising on Facebook: A boost of popularity or skepticism?* 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics, December 8-9, New York, NY.
- Einwiller, S., Weitzl, W., & Seiffert-Brockmann, J. (2017). *Die Wirkung von Disclaimern und Persuasion Knowledge auf die Rezeption von Native Advertising*. Jahrestagung der DGPUK, November 23-25, Wien, Österreich.
- Einwiller, S., Ruppel, C., & Strasser, C. (2017). *CSR effects on the company – The case of ÖBB's activities for refugees*. 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*. 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*. Bledcom, Juni 30 - July 1, Bled, Slovenia.
- Weitzl, W., Beldad, A., Einwiller, S., & Zniva, R. (2017). Creating brand performance with social media: An abstract. In P. Rossi (Ed.), *Marketing at the confluence between entertainment and analytics. Developments in marketing science. Proceedings of the 2016 Academy of Marketing Science World Marketing Congress (AMSWMC 2016)* (p. 1329). Springer, Cham.
- Weitzl, W., & Einwiller, S. (2017). *Reconsidering the Boomerang Effect: When good eWOM truly hurts and bad eWOM really sells*. 22nd 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?* 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*. 21st International Conference on Corporate and Marketing Communication, April 7-8, London, UK.
- Einwiller, S., & Weitzl, W. (2016). *Effectiveness of responding to online complaints*. 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*. 61st Annual Conference of the Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK), 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*. 19th 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*. 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*. Bledcom, July 3-4, Bled, Slovenia.
- Einwiller, S., & Carroll, C. E. (2015). *(In)transparency in CSR reporting?* 3rd CSRCom Conference, September 17-19, Ljubljana, Slovenia.
- Einwiller, S., & Weitzl, S. (2015). *Online complaining. Motives, personality and evaluations of corporate responses*. 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*. 9th 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*. 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*. Bledcom, July 4-5, Bled, Slovenia.
- Einwiller, S., & Ngai, C. (2014). *A comparative study of Chinese and German automobile companies on Chinese social media*. 13th 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*. 19th 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)*. 20th 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*. 17th 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*. 12th 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*. 4th European Communication Conference, October 24-27, Istanbul, Turkey.
- Einwiller, S., & Schnauber, A. (2012). *Comparing corporate responsibility reporting in the US and Germany – Is it converging?* 16th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 30-June 1, Milan, Italy.
- Einwiller, S., & Vogt, D. (2011). *Berichterstattung über Nachhaltigkeit – Ein internationaler Vergleich zwischen deutschen und US-amerikanischen Unternehmen (Reporting on sustainability – A comparison of German and US corporations)*. Jahrestagung der Fachgruppe PR/Organisationskommunikation der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPUK), November 3-5, Fribourg, Switzerland.
- Ruppel, C., & Einwiller, S. (2011). Trust in financial investments: Who or what really counts. In R. Ahluwalia, T. L. Chartrand & R. K. Ratner (Eds.), *NA - Advances in Consumer Research Volume 39* (pp. 899-900). Duluth, MN: Association for Consumer Research.
- Einwiller, S., & Ruppel, C. (2011). *Trust in financial investments*. 16th International Conference on Corporate and Marketing Communications (CMC), April 27-29, Athens, Greece.

- Schultz, C., Einwiller, S., & Ciucci, R. (2011). *Defining and measuring reputation in the non-profit sector*. 15th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 18-21, New Orleans, LA.
- Einwiller, S., & Reichmann, A. (2011). *To be social or ecological? Taking a differentiated look at the effects of corporate social responsibility*. 1st International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Mapping and Expanding the Scope of Corporate Marketing, February 15-16, Zurich, Switzerland.
- Einwiller, S., & Römmele, A. (2009). *The CEO of hearts - Investigating the effects of CEO communication during a crisis*. 13th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 28-30, Amsterdam, The Netherlands.
- Einwiller, S., & Johar, G. (2008). *Consumer resistance in case of negative publicity - Analyzing the effects of inoculation*. 1st International Conference on Consumption and Consumer Resistance, November 28, Paris, France.
- Einwiller, S., Ingenhoff, D., Winistörfer, N., & Sommer, K. (2008). *Business news coverage in Switzerland – Comparing the news programs in public and private TV and radio*. 2nd European Communication Conference of the European Communication Research and Education Association (ECREA), November 25-28, Barcelona, Spain.
- Einwiller, S. (2008). *Business news and corporate reputation – The role of media dependency*. 12th International Conference on Reputation, Brand, Identity & Competitiveness, May 29-June 1, Beijing, China.
- Einwiller, S., & Boenigk, M. (2008). *How medium-sized enterprises manage their communication. Findings from Switzerland*. 13th International Conference on Corporate and Marketing Communications (CMC), April 24-26, Olimia, Slovenia. (awarded as best working paper).
- Einwiller, S., Ingenhoff, D., Sommer, K., & Wiegand, G. (2008). *Wirtschaftsberichterstattung in den Schweizer TV- und Radio-Nachrichten – Eine vergleichende Analyse (Business news coverage in Swiss TV and radio news – A comparative analysis)*. Jahrestagung der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK), April 30-May 3, Lugano, Schweiz.
- Einwiller, S., & Winistörfer, N. (2007). *Communication management in small and medium-sized enterprises*. 11th International Conference on Reputation, Brand, Identity & Competitiveness, May 31-June 3, Oslo, Norway.
- Liehr-Gobbers, K., Storck, C., Einwiller, S., & Renner, M. (2007). *Measuring the interrelationship between reputation, trust and behavioral intentions in the pharmaceutical industry – A multi-stakeholder approach*. 11th International Conference on Reputation, Brand, Identity & Competitiveness, May 31-June 3, Oslo, Norway.
- Boenigk, M., & Einwiller, S. (2007). *Kommunikation in kleinen und mittleren Schweizer Unternehmungen: Leistungsfähigkeit und Entwicklungspotentiale (Communication in small and medium sized Swiss companies: Performance and development potential)*. Jahrestagung der Schweizerischen Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), March 30-31, St. Gallen, Switzerland.
- Einwiller S., Wänke, M., Herrmann, A., & Samuchowicz, J. (2006). *Attributional processes in the case of product failures – The role of the corporate brand as buffer*. In C.

- Pechmann & L. Price (Eds.), *NA - Advances in Consumer Research Volume 33* (pp. 270-271). Duluth, MN: Association for Consumer Research.
- Einwiller S., Rossberg N., Ingenhoff D., & Prykop C. (2004). *Der Wirkungszusammenhang zwischen Unternehmenswerten und Erfolg (The relationship between corporate values and success)*. 44. Kongress der Deutschen Gesellschaft für Psychologie (DGPS), Sept. 26-30, Göttingen.
- Rossberg N., Einwiller S., Prykop C., & Ingenhoff D. (2004). *Entwicklung und Validierung eines Instruments zur Messung von Unternehmenswerten (Development and validation of a measurement instrument for corporate values)*. 44. Kongress der Deutschen Gesellschaft für Psychologie (DGPS), Sept. 26-30, Göttingen.
- Einwiller, S., & Korn, K. (2004). *Integrating media and stakeholder audits on corporate reputation*. Presented at the 54th Annual Conference of the International Communication Association (ICA), May 27-31, New Orleans, LA.
- Einwiller, S., Prykop, C., & Ingenhoff, D. (2003). *Issues management and corporate branding: Combining two concepts to enhance corporate reputation*. 8th International Conference on Corporate and Marketing Communications (CMC), April 29-30, London. (awarded as best working paper)
- Ingenhoff, D., & Einwiller, S. (2002). *Meeting the challenges for integrated corporate communications: The role of internal knowledge*. 6th International Conference on Corporate Reputation, Identity, and Competitiveness, May 23-25, 2002, Boston, MA.
- Ingenhoff, D., & Einwiller, S. (2002). *The role of knowledge management for integrated corporate communications*. 7th International Conference on Corporate and Marketing Communications (CMC), April 29-30, 2002, Antwerp, Belgium.
- Einwiller, S., & Will, M (2001). *Corporate branding – Why an integrated approach*. 6th International Conference on Corporate and Marketing Communications (CMC), April 23-24, 2001, Belfast, UK.
- Einwiller, S., Erb, H.-P., & Bohner, G. (1997). *Schlussfolgerungsprozesse und die Wirkung zweiseitiger Persuasion (Inference processes and the effects of two-sided persuasion)*. 6. Tagung der Fachgruppe Sozialpsychologie der Deutschen Gesellschaft für Psychologie, June 20-22, Konstanz.
- Einwiller, S., Bohner, G., & Erb, H.-P. (1995). Stimmung und heuristische Verarbeitung: Gutgelaunte ignorieren das Gesetz der großen Zahl (Mood and heuristic processing: People in good mood ignore the law of large numbers). In O. Güntürkün, R. Guski, C. Walter & A. Wohlschläger (Eds.), *Experimentelle Psychologie - Beiträge zur 37. Tagung experimentell arbeitender Psychologen (TeaP)* (p. 71). Regensburg: S. Roderer.
- Wänke, M., & Einwiller, S. (1995). *Presented item order in ranking tasks: What does it tell respondents?* 50th American Association of Public Opinion Research (AAPOR) Conference, May 18-21, Fort Lauderdale, FL.

Book reviews

- Einwiller, S., & Weitzl, W. (2016). Review of the book *Business essentials for strategic communicators. Creating shared value for the organization and its stakeholders*, by M. W. Ragas & R. Culp. *Corporate Communications: An International Journal*, 21(3), 409-412.

- Einwiller, S. (2011). Review of the book *PR-Beratung. Qualitative Analyse der Zusammenarbeit zwischen PR-Agenturen und Kunden*, by R. Fuhrberg. *Publizistik*, 56, 233-234.
- Einwiller, S., & Römmele, A. (2010). Review of the book *Personalisierung der Organisationskommunikation: Theoretische Zugänge, Empirie und Praxis*, by M. Eisenegger & S. Wehmeier (Eds.). *Publizistik*, 55, 200-201.
- Einwiller, S. (2001). Review of the book *Branding@the Digital Age*, by H. M. Meyers, & R. Gerstmann. *The International Journal on Media Management*, 3(4), 237-238.

Working reports and papers

- Einwiller, S., & Ruppel, C. (2020). *Native Advertising auf Onlineportalen österreichischer Medien: Vorkommen, Wahrnehmung und Wirkung*. Projekt-Abschlussbericht für die Kommunikationsbehörde Austria (KommAustria).
https://www.rtr.at/de/ppf/Sammeldokument/Kurzbericht_Native_Advertising.pdf
- Einwiller, S., & Kim, S. (2019). *Organizational efforts to prevent harmful online communication*. Final report for the Toyota Foundation.
https://www.toyotafound.or.jp/english/research/2016/data/D16-R-0433_Sabine_finalreport.pdf
- Einwiller, S., Lehmann, D., Winistörfer, N., Ingenhoff, D., & Sommer, K. (2008). *Wirtschaftsberichterstattung in den Fernseh- und Radionachrichten – Erfüllen die Nachrichtensendungen den Service Public? (Business news coverage in TV and radio news – Do news programs fulfill the public service?)*. Projekt-Abschlussbericht für das Bundesamt für Kommunikation (BAKOM).
- Einwiller, S., Winistörfer, N., & Boenigk, M. (2008). *Modell des integrierten Kommunikationsmanagement (A model of integrated communication management)*. Working paper 5-2008, Fachhochschule Nordwestschweiz.
- Ingenhoff, D., Prykop, C., & Einwiller, S. (2003). *Strategisches Issues Management: Interne Kommunikation und Koordination (Strategic issues management. Internal communication and coordination)*. Research Report, Center for Corporate Communication, Institute for Media and Communications Management Universität St. Gallen.
- Einwiller, S., & Will, M. (2001). *Corporate Branding Study – Theoretical Concepts and Empirical Findings*. Working Report 2001-01, Institute for Media and Communications Management, University of St. Gallen.
- Einwiller, S., Wolters, A.-L., & Will, M. (2000). *Investor Relations im Börseneinführungsprozess an der New York Stock Exchange. Kommunikative Massnahmen ausländischer Emittenten in den Phasen des Listing. (Investor relations during an IPO at the New York Stock Exchange)*. Working Report 2000-06, Institute for Media and Communications Management, University of St. Gallen.
- Einwiller, S. (2000). *Methoden zur Bestimmung des Markenwerts (Approaches to determine brand value)*. Working Paper 2000-15, Institute for Media and Communications Management, University of St. Gallen.