

LIST OF PUBLICATIONS

Journals articles - published (peer-reviewed)

- Pauser, S.,** Wagner, U. and Ebster, C. (2018). An investigation of salespeople's nonverbal behaviors and their effect on charismatic appearance and favorable consumer responses, *Journal of Personal Selling and Sales Management*, doi: 10.1080/08853134.2018.1480383.
- Pauser, S.,** and Wagner, U. (2018). "The dose makes the poison": Investigating the optimum level of a salesperson's charisma, *Marketing ZFP – Journal of Research and Management*, 40(1), 35-47. doi: 10.15358/0344-1369-2018-1-35
- Del Campo, C., **Pauser, S.,** Steiner E., and Vetschera, R. (2016). Decision Making Styles and the Use of Heuristics in Decision Making, *Journal of Business Economics*, 1-24, doi:10.1007/s11573-016-0811-y.
- Pauser, S.,** and Ebster, E. (2015). The depiction of individuals and bundled presentations in online-catalogues. *AIMS International Journal of Management*, 9(3), 101-108.

Manuscripts under review/in submission (peer-reviewed)

- Pauser, S.** and Wagner, U. (2018). A wearable sales assistant: Capturing nonverbal behaviors using sensor technology, (submitted to *Marketing Letters*).

Conference papers - published (peer-reviewed)

- Pauser, S.** and Wagner, U. (2018). Communication without content: Can we predict sales effectiveness based on the sellers' nonverbal behaviors without recording any conversational content?, *Global Sales Science Conference 2018*, Vienna (Austria), 06.-09.06.2018.
- Pauser, S.** and Wagner, U. (2018). The communication style matters: Improving sales effectiveness by using sociometric sensors, *Global Marketing Conference 2018*, Tokyo (Japan), 26.-29.06.2018.
- Pauser, S.** and Wagner, U. (2017). A wearable personal sales coach: Using sociometric badges to capture nonverbal behavior – A field study. *EMAC Regional Conference 2017*, Timisoara (Romania) 20.-22.09.2017 (electronic proceedings USB).
- Pauser, S.,** and Wagner, U. (2017). The charismatic salesperson: The effects of charisma training on customer responses in personal selling – An experimental study. *Conference Proceedings EMAC 2017*. Groningen (Netherlands). 23.-26.05.2017, (electronic proceedings USB).
- Pauser, S.,** and Wagner, U. (2017). How to increase a salesperson's charisma - Assessing the influence of charisma training on customer responses, *5th French Austrian German Workshop on Consumer Behavior*. Vienna (Austria), 29.-31.03.2017 (electronic proceedings).

Pauser, S., Ebster, C. and Wagner, U. (2016). Charismatic selling: The impact of a charismatic salesperson on customers' approach behaviors in personal selling – An experimental study. *Conference Proceedings EMAC 2016*. Oslo (Norway). 24.-27.05.2016. (electronic proceedings USB).

Pauser, S., Wagner, U. and Ebster, C. (2016). Charismatic selling: An investigation of charismatic nonverbal behaviors in personal selling. *Global Marketing Conference 2016*. Hong Kong, 21-24.07.2016. 145-146.

Pauser, S. (2016). Customer reactions to responsible business practices: An investigation of SMEs across industries. *Proceedings of Conference on Business Ethics and Competitiveness in SMEs*. Vienna (Austria), 14.-16.11.2016. 70-73.

Pauser, S. (2015). Charismatic Selling: The effect of charisma training on non-verbal behavior in personal selling, *28th EMAC Doctoral Colloquium in Leuven (Belgium)*, 24.-25.05.2015. (electronic proceedings USB).

Pauser, S. (2015). The effect of the depiction of individuals and context-related bundled presentations on the evaluation of displays in online-catalogues, *15th Annual International Business Conference on Teaching, Research, and Practice 2015 in Jacksonville (USA)*, 20.-21.02.2015, 8.

Pauser, S. (2014). Effective Strategy Communication – From Theory to Practice. *Proceedings of Cross-cultural Business Conference 2014 in Steyr (Austria)*, 14.05.2014 (poster).

Book chapters and others

Pauser, S. (2018). Welche Strategien wenden Unternehmen an, um Marktmacht zu erlangen bzw. auszubauen?, *Kurswechsel*, 1/2018, 37-44.

Pauser, S. (2016). *Stekovics*. In U. Wagner, H. Reisinger, & C. Schwand (Eds.), Ein Arbeitsbuch zu den Grundzügen des Marketing. Fallstudien aus der österreichischen Marketingpraxis, 7ed. Vienna: facultas.wuv. 69-76.

Pauser, S. (forthcoming 2018). *Hut und Stiel*. In U. Wagner, H. Reisinger, & C. Schwand (Eds.), Ein Arbeitsbuch zu den Grundzügen des Marketing. Fallstudien aus der österreichischen Marketingpraxis, 8ed. Vienna: facultas.wuv.