

Publications & Conference participations:

- Del Campo, C., Pauser, S., Steiner E., Vetschera, R. (2016). Decision Making Styles and the Use of Heuristics in Decision Making, *Journal of Business Economics*, pp 1-24
- Pauser, S., Ebster, E. (2015). The depiction of individuals and bundled presentations in online-catalogues. *AIMS International Journal of Management*, 9 (3), p. 101-108
- 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. (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.
- 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.
- 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.
- 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.
- Pauser, S. Wagner, U. (forthcoming: 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
- Pauser, S. Wagner, U. (forthcoming: 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
- 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.
- Pauser, S. (2014). Effective Strategy Communication – From Theory to Practice. *Proceedings of Cross-cultural Business Conference 2014*. Steyr (Austria), 14.05.2014