

# LIST OF PUBLICATIONS

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## Journal articles - published (peer-reviewed)

- Pauser, S.,** and Wagner, U. (2020). Judged by its look: Assessing the comprehensibility and perceived appearance of sign language avatars, *Marketing ZFP – Journal of Research and Management*, 42(3), 48-62.  
doi: 10.15358/0344-1369-2020-3-48.
- Pauser, S.,** and Wagner, U. (2019). A wearable sales assistant: Capturing nonverbal behaviors using sensor technology, *Marketing Letters*. 30(1), 13-25.  
doi: 10.1007/s11002-019-09483-x.
- 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*, 38(3), 344–369.  
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, C. (2015). The depiction of individuals and bundled presentations in online-catalogues. *AIMS International Journal of Management*, 9(3), 101-108.

## Conference papers - published (peer-reviewed)

- Pauser, S.,** and Wagner, U. (2020). Beyond words: The relationship between salespeople’s facial expressions and customers impressions – an experimental study. *Global Marketing Conference 2020*, Seoul (Korea) 05.-08.11.2020 (held online).
- Pauser, S.,** and Wagner, U. (2020). Hearing what isn’t said: Measuring facial expressiveness and its impact on customer responses in real-time. *Society for Marketing Advances 2020*, USA, 04.-07.11.2020 (held online).
- Pauser, S.,** and Wagner, U. (2020). Reading a salesperson’s face: An experimental study employing real-time response measurement. *EMAC Regional Conference 2020*. Zagreb (Croatia). 16.-19.09.2020 (held online).
- Pauser, S.,** and Wagner, U. (2020). Do you see what I am saying? Facial expressiveness and personal selling implications. *EMAC conference 2020*. Budapest (Hungary), (cancelled).
- Pauser, S.,** and Wagner, U. (2020). Hearing what isn’t said: Measuring facial expressiveness and its impact on customer responses in real-time. *Global Sales Science Conference 2020*, Montpellier (France), (cancelled).

- Pauser, S.**, and Wagner, U. (2019). How accurate are customers' initial impressions? Using continuous-response measurement to assess thin slices of sales behaviors. *1<sup>st</sup> Working Group Meeting of AG MARKETING*, Karlsruhe (Germany) 14.-15.11.2019 (electronic proceedings in Paetz, F., et al. (2020). Report on the First Working Group Meeting of the "AG Marketing". *Archives of Data Science*, Series A 7(1), 1-13.)
- Wagner, U. and **Pauser, S.** (2019). There is no second chance for a first impression: The examination of snap judgements of sales behaviors by means of a program analyzer. *French Austrian Workshop on Consumer Behavior 2019*, Nancy (France) 21.-22.11.2019 (electronic proceedings).
- Pauser, S.**, and Wagner, U. (2019). Barrier-free communication: Assessing the comprehensibility, physical appearance and acceptance of sign language avatars. *EMAC Regional Conference 2019*, St. Petersburg (Russia) 25.-27.09.2019 (poster).
- Akturan, U., Wagner, U. and **Pauser, S.** (2019). Deviant behaviors in ads: A cross-cultural study. *EMAC Regional Conference 2019*, St. Petersburg (Russia) 25.-27.09.2019.
- Pauser, S.**, and Wagner, U. (2019). First impressions matter: Investigating thin slices of sales behaviors using real-time-response measurement, *Conference Proceedings EMAC 2019*, Hamburg (Germany) 28.-31.05.2019.
- Pauser, S.** (2018). Charismatic selling: Nonverbal behaviors in personal selling, *KSMS International Conference 2018*, Seoul (Korea) 10.-11.11.2018.
- Pauser, S.**, and Wagner, U. (2018). The communication style matters: Improving sales effectiveness by using sociometric sensors, *Global Marketing Conference 2018*, Tokyo (Japan) 26.-29.07.2018.
- 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 (electronic proceedings USB).
- 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).
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- Pauser, S.**, and Wagner, U. (2017). How to increase a salesperson's charisma - Assessing the influence of charisma training on customer responses, *5<sup>th</sup> French Austrian German Workshop on Consumer Behavior*. Vienna (Austria), 29.-31.03.2017 (electronic proceedings).
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- 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, *28<sup>th</sup> 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, *15<sup>th</sup> 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.,** Wagner, U. and Ebster, C. (2020). Creating charisma. *Keller Center Research Report*. 13(2), <https://www.baylor.edu/business/kellercenter/doc.php/356594.pdf>
- Pauser, S.** (2018). *Hut & Stiel*. In U. Wagner, H. Reisinger, & K. Akbari (Eds.), Ein Arbeitsbuch zu den Grundzügen des Marketing. Fallstudien aus der österreichischen Marketingpraxis, 8ed. Vienna: facultas.wuv.
- 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.