

LIST OF PUBLICATIONS

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Contents:

Journal articles - published (peer-reviewed).....	2
Conference papers - published (peer-reviewed)	3
Book chapters and others.....	5

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Journal articles - published (peer-reviewed)

- Wagner, U., **Pauser, S.**, & Akturan, U. (2023). The influence of deviant advertisements on customer responses: The role of cultural tightness in emerging and developed economies. *Psychology & Marketing*, 1-15. doi: 10.1002/ mar.21885.
- Wagner, U. and **Pauser, S.** (2022). The Impact of Bodily Behaviors of Sales Representatives on Charisma Evaluations by Consumers: A Time-Series Perspective, *Marketing ZFP – Journal of Research and Management*, 44(3), 44- 59. doi: 10.15358/0344-1369-2022-3-44.
- 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. (2022).** Emotional displays in sales presentations: An experimental study. *Marketing Dynamics Conference, Atlanta (USA) 10.- 12.11.2022* (held online).
- 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. *1st 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).
- 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).
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- 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.

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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

Wagner, U., Dürschmid, K., & **Pauser, S.** (2023). Emotion Recognition – Recent Advances and Applications in Consumer Behavior and Food Sciences with an Emphasis on Facial Expressions. IntechOpen. doi: 10.5772/intechopen.110581.

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.