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Research Interests
Advice Taking, Consumer Expertise, Coproduction, Sustainable Products

List of Publications from 2011-2018

Articles in Refereed Academic Journals


[Received Award from the Department of Global Business and Trade at the WU Wien]

Book Chapters


Articles in Referred Conference Proceedings


Awards

Robert Johnston Award for paper publication in Journal of Service Management, 2016
Euregio-JungforscherInnen-Award (2012; 3rd place)
Rudolf Sallinger Award for Dissertation (2010)
Best Paper in Track Marketing Communications, ANZMAC Conference, Christchurch, NZ (2010)
Award for Best Paper from Vienna University of Business and Economics (2009)

Ad Hoc Reviewer

Journal of Cleaner Production, 2016
Journal of International Consumer Marketing, 2015, 2017
The Service Industries Journal, 2017, 2018
International Student Conference in Tourism Research, 2013-2014
International Journal of Culture, Tourism, and Hospitality Research, 2012
International Students Conference in Tourism Research, 2012
Der Markt, 2011
Society for Consumer Psychology Conference, 2012
AMA Summer Educators’ Conference, 2012-2013
AMA Winter Educators’ Conference, 2012
La Londe Conference Marketing Communications and Consumer Behavior, 2011
European Marketing Academy Conference, 2007-2016
Australia and New Zealand Marketing Academy, 2009
Jubiläumsfonds der Oesterreichischen Nationalbank, 2014, 2017