



**Master Thesis Defensiones 2015**  
**June 16, 2015**

Time	Candidate	Title of Thesis	Chairs
<b>11:00-11:15</b>	<i>Upload presentation on computer</i>		
<b>11:15-11:30</b>	Andrea Niederkofler	The Role of a Product's Colour Appearance and Message Framing for Consumers' Buying Behaviour	Stokburger-Sauer/ Teichmann/ Schatz
<b>11:30-11:45</b>	Stephanie Novak	The Role of Social Influence on Consumer Decision-Making for Sustainable Behavior	
<b>11:45-12:00</b>	Lisa Schwayer	Promoting Sustainable Products – The Interplay of Package Design and Regulatory Focus	
<b>12:00-12:15</b>	Maja Vanroy	The Effect of Expertise and Logo Size on Consumer Attitudes Towards Sustainable Products	
<b>12:15-12:30</b>	Jennifer Geiger	The Interdependencies of Construal Levels and Psychological Distance Dimensions in the Context of Peer Recommendations	
<b>12:30-12:45</b>	<i>Upload presentation on computer</i>		
<b>12:45-13:00</b>	Quirin Müller	The Credibility of Action Sports Athletes – Social Identification in Online Product Endorsements	Stokburger-Sauer/ Teichmann/ Schnurr
<b>13:00-13:15</b>	Valeria Egger	Exploring the Effect of Perceived Product Design on Brand Personality: The Role of Individual Consumer Characteristics	
<b>13:15-13:30</b>	Matej Liptak	The Role of Product Form on Perceived Brand Personality	
<b>13:30-13:45</b>	Maximilian Armbrust	Product Aesthetics and Consumer Response: An Updated Conceptual Review of the Developments and Challenges of Aesthetic Appreciation and Judgement	
<b>13:45-14:00</b>	Diego Flores-Garcia	The Influence of Visual Product Aesthetics on Consumer Response – Does Design Trigger Purchase Intentions?	
<b>14:00-14:15</b>	<i>Upload presentation on computer</i>		
<b>14:15-14:30</b>	Lisa Gerecht	Drivers of Perceived Tyrolean Origin of Food Products	Stokburger-Sauer/ Schnurr/ Reitsamer
<b>14:30-14:45</b>	Tim Kontner	How Much of What? The Influence of Product Information Amount and Content on Consumer Response	
<b>14:45-15:00</b>	Petra Plesnikova	The Influence of Type of Product Information on Consumer Response: An Example of Online Consumer Review Pages	
<b>15:00-15:15</b>	Dominik Stadler	The Influence of Information Source and Sequence on the Valuation Process of a Real Estate. Are we Really Rationally Evaluating?	
<b>15:15-15:30</b>	Sandra Wittich	Healthcare Servicescapes: How Natural Elements and Pain Affect Consumers' Responses in a Waiting Environment	

<b>15:30-15:45</b>	<i>Upload presentation on computer</i>		
<b>15:45-16:00</b>	Martina Eberharder	Sensory Cues as Dynamic Drivers of Customer Experience: An Empirical Study in the Tourism Industry	Stokburger-Sauer/ Reitsamer
<b>16:00-16:15</b>	Julia Petzer	The Dynamics of Customer Experience – An Investigation in the Service Industry	
<b>16:15-16:30</b>	David Burtscher	Tourists' Sensory Experience, Destination Attachment and Behavioral Responses – An Empirical Study in the Ski Resort Serfaus-Fiss-Ladis	
<b>16:30-16:45</b>	Denisa Losakova	Tourism Experiences in the Context of Ski Tourism: The Role of Destination Attractiveness and Destination Attachment	
<b>16:45-17:00</b>	<i>Upload presentation on computer</i>		
<b>17:00-17:15</b>	Stefan Larcher	The Relevance of Work-Life Balance and Emotions for Hotel Employees? Perception of the Workplace	Stokburger-Sauer/ Hofmann/ Schatz
<b>17:15-17:30</b>	Julia Alge	The Role of Facial Expressions in Advertisements: An Experimental Study in the Tourism Context	
<b>17:30-17:45</b>	Anna Czerny	What The Face Reveals in Advertisements: An Experimental Study of Facial Expression and Color Perception in Hotel Advertisements	
<b>17:45-18:00</b>	Barbara Sailerova	The Role of Emotion Displays in Advertisement: An Example of Endorser's Expertise and Emotional Facial Expression	
<b>Parallel Session:</b>			
<b>16:45-17:00</b>	<i>Upload presentation on computer (SR 19)</i>		
<b>17:00-17:15</b>	Rosanna Oetl	The Role of Message Framing and Label Source in Product Packaging	Teichmann/ Schatz
<b>17:15-17:30</b>	Sandra Wendt	The Influence of Sensorimotor Perception on Tourists' Re-Experience	Reitsamer
<b>17:30-17:45</b>	Stefan Schmidl	The Influence of Non-visual Product Aesthetics on Consumer Response	Schnurr
<b>18:00-20:00</b>	<i>Snacks and Drinks at our Department</i>		

Room: SR 11; Time frame per candidate: 10 min. presentation + 5 min. discussion

Please bring your presentation slides on a USB stick and upload your files in advance. Thank you.

We are looking forward to seeing you on June 16!

Your team "Service Management and Tourism"