

# List of Publications

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### EDITORIAL PUBLICATIONS

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Stokburger-Sauer, Nicola E. and Caroline Wiertz (2015): Online Consumption Communities – Special Issue *Psychology & Marketing*, *Psychology & Marketing*, 32.

### BOOKS

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Bayón, Tomas, Andreas Herrmann, Frank Huber, Maik Hammerschmidt, and Nicola E. Stokburger-Sauer (Eds., 2007): Vielfalt und Einheit in der Marketingwissenschaft - Ein Spannungsverhältnis, Wiesbaden, Gabler. [Diversity and Unity in Marketing Research]

Sauer, Nicola E. (2003), Consumer Sophistication: Messung, Determinanten und Wirkungen auf Kundenzufriedenheit und Kundenloyalität, Dissertation, University of Mannheim: Gabler. [Consumer Sophistication: Measurement, Antecedents and Consequences on Customer Satisfaction and Customer Loyalty]

### ARTICLES IN REFEREED ACADEMIC JOURNALS

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Koschate-Fischer, Nicole, Wayne D. Hoyer, Nicola E. Stokburger-Sauer and Jan Engling (2017), Do Life Events Always Lead to Brand Switching? The Mediating Role of Consumer Innovativeness, the Variety Seeking Tendency, and Price Consciousness, forthcoming in *Journal of the Academy of Marketing Science*. [VHB-JQ3: A; SSCI Impact Factor: 3.74]

Albrecht, Carmen-Maria, Nicola E. Stokburger-Sauer, David E. Sprott, and Donald R. Lehmann (2017), Adolescents' Perceived Brand Deprivation Stress and its Implications for Corporate and Consumer Well-being, forthcoming in *Psychology & Marketing*. [VHB-JQ3: B; SSCI Impact Factor: 1.37]

Hofmann, Verena and Nicola E. Stokburger-Sauer (2017), The Impact of Emotional Labor on Employees' Work-life balance Perception and Commitment: A Study in the Hospitality Industry, *International Journal of Hospitality Management*, 65, 47-58. [SSCI Impact Factor: 2.06]

Stokburger-Sauer, Nicola E. and Verena Hofmann (2017), Art Sponsorship Success: An Empirical Investigation into Sponsor Recall and the Ambiguous Role of Visitors' Involvement, *Marketing ZFP – Journal of Research and Management*, 39, 1, 3-14. [VHB-JQ3: C]

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- Teichmann, Karin, Ursula Scholl-Grissemann, and Nicola E. Stokburger-Sauer (2016), The Power of Codesign to Bond Customers to Products and Companies: The Role of Toolkit Support and Creativity, *Journal of Interactive Marketing*, 36, November, 15-30. [VHB-JQ3: B; SSCI Impact Factor: 2.77]
- Stokburger-Sauer, Nicola E., Ursula Scholl-Grissemann, Karin Teichmann, and Martin Wetzels (2016), Value Cocreation at its Peak: The Asymmetric Relationship Between Coproduction and Loyalty, *Journal of Service Management*, 27, 4, 563-590. [VHB-JQ3: B; SSCI Impact Factor: 2.23]
- Received the **Robert Johnston Outstanding Paper of the Year Award 2016**.
- Schnurr, Benedikt, Alexandra Brunner-Sperdin, and Nicola E. Stokburger-Sauer (2016), The Effect of Context Attractiveness on Product Attractiveness and Product Quality: The Moderating Role of Product Familiarity, *Marketing Letters*, August, 1-30. [VHB-JQ3: B; SSCI Impact Factor: 1.51]
- Matzler, Kurt, Andreas Strobl, Nicola E. Stokburger-Sauer, Artur Bobovnický, and Florian Bauer (2016), Brand Personality and Culture: The Role of Cultural Differences on the Impact of Brand Personality Perceptions on Tourists' Visit Intentions, *Tourism Management*, 52, February, 507-520. [SSCI Impact Factor: 3.14]
- Schnurr, Benedikt and Nicola E. Stokburger-Sauer (2016), The Effect of Stylistic Product Information on consumers' Aesthetic Responses, *Psychology & Marketing*, 33, 3, 165-176. [VHB-JQ3: B; SSCI Impact Factor: 1.37]
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- Teichmann, Karin, Nicola E. Stokburger-Sauer, Andreas Plank, and Andreas Strobl (2015): Motivational Drivers of Content Contribution to Company- Versus Consumer-Hosted Online Communities, *Psychology & Marketing*, 32, 3, 341-355. [VHB-JQ3: B; SSCI Impact Factor: 1.37]
- Brunner-Sperdin, Alexandra, Ursula S. Scholl-Grissemann, and Nicola E. Stokburger-Sauer (2014): The Relevance of Holistic Website Perception: How Sense-making and Exploration Cues Guide Consumers' Emotions and Behaviors, *Journal of Business Research*, 67, 2515-2522. [VHB-JQ3: B; SSCI Impact Factor: 1.48]
- Stokburger-Sauer, Nicola E. and Karin Teichmann (2014), The Relevance of Consumer-brand Identification in the Team Sport Industry, *Marketing Review St. Gallen*, 2, 20-30. [VHB-JQ2: E]
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- Stokburger-Sauer, Nicola E. and Karin Teichmann (2013), Is Luxury Just a Female Thing? The Role of Gender in Luxury Brand Consumption, *Journal of Business Research*, 66, 7, 889-896. [VHB-JQ2: B; SSCI Impact Factor: 1.77]
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- Grisseemann, Ursula and Nicola E. Stokburger-Sauer (2012), Customer Co-Creation of Travel Services: The Role of Company Support and Customer Satisfaction with the Co-creation Performance, *Tourism Management*, 33, 1483-1492. [SSCI Impact Factor: 2.62]
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- Stokburger-Sauer, Nicola E. (2011), The Relevance of Visitors' Nation Brand Embeddedness and Personality Congruence for Nation Brand Identification, Visit Intentions and Advocacy, *Tourism Management*, 32, December, 1282-1289. [SSCI Impact Factor: 2.62]
- Stokburger-Sauer, Nicola E. (2010), Brand Community-Drivers and Outcomes, *Psychology & Marketing*, 27, April, 347-368. [VHB-JQ2: B; SSCI Impact Factor: 1.39]
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- Stokburger-Sauer, Nicola E., Hans H. Bauer, and Ralf Mäder (2008), Kundenidentifikation als Basis von Kundenloyalität: Theoretische und empirische Grundlagen für eine Umsetzung in der Unternehmenspraxis, *Zeitschrift für Betriebswirtschaft*, 78 (9), 923-950. [Customer Identification as a Driver of Customer Loyalty: Theoretical and Empirical Evidence for an Application in Managerial Practice] [VHB-JQ: B]
- Bauer, Hans H., Nicola E. Sauer, and Christine Becker (2006), Investigating the Relationship between Product Involvement and Consumer Decision-Making Styles, *Journal of Consumer Behaviour*, 5 (4), 342-354. [VHB-JQ: B]
- Sauer, Nicola E. (2005), Entwicklung und Validierung einer Skala zur Messung von Consumer Sophistication, *Marketing ZFP*, 27 (1), 55-70. [Development and Validation of a Scale to Measure Consumer Sophistication] [VHB-JQ: B]
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- Bauer, Hans H., Nicola E. Sauer, and Philipp Schmitt (2005), Customer-Based Brand Equity in the Team Sport Industry: Operationalization and Impact on the Economic Success of Sport Teams, *European Journal of Marketing*, 39 (5/6), 496-513. [VHB-JQ: C]
- Bauer, Hans H., Nicola E. Sauer, and Stefanie Exler (2005), Brand Communities im professionellen Teamsport, *Thesis*, 22 (3), 11-15. [Brand communities in professional team sport] [VHB-JQ: E]
- Bauer, Hans H. and Nicola E. Sauer (2004), Die Erfolgsfaktorenforschung als schwarzes Loch?, Stellungnahme zum Beitrag „Trotz eklatanter Erfolglosigkeit: Die Erfolgsfaktorenforschung weiter auf Erfolgskurs“ von Alexander Nicolai und Alfred Kieser, *DBW*, 62 (6), 579 – 596, *Die Betriebswirtschaft*, 64 (4), 631-633. [Research on success factors: a black hole?, In response to the manuscript „Despite its exceptional failure: research on success factors still en vogue“] [VHB-JQ: B]

- Bauer, Hans H., Nicola E. Sauer, and Stefanie Becker (2003), Risikowahrnehmung und Kaufverhalten im Internet, *Marketing ZFP*, 25 (3), 183-199. [Risk perception and consumer behavior on the internet] [VHB-JQ: B]
- Bauer, Hans H., Alfred Kieser, Walter A. Oechsler, and Nicola E. Sauer (2003), Die Akkreditierung – Eine Leistungsbeurteilung mit System? Die Überprüfung der Qualität der universitären Ausbildung am Beispiel AACSB, *Zeitschrift für Betriebswirtschaft*, 73, Ergänzungsheft 3/2003, Hochschulmanagement, 25-58. [Accreditation – A systematic evaluation? The assessment of education excellence according to AACSB] [VHB-JQ: B]
- Bauer, Hans H., Nicola E. Sauer, and Marc Köhler (2003), Der Einfluss des Produktwissens und der Produkterfahrung auf das Informationsverhalten und die Einstellung – Theoretische und empirische Befunde am Beispiel Automobil, *Jahrbuch der Absatz- und Verbrauchsforschung*, 49 (3), 247-270. [The influence of product knowledge and product experience on information search and attitude – Theoretical and empirical findings in the case of automobiles] [VHB-JQ: B]
- Bauer, Hans H., Nicola E. Sauer, and Kathrin Merx (2002), Der Einfluss von Kundenemanzipation auf die Kundenzufriedenheit und Markentreue, *Die Betriebswirtschaft*, 62 (6), 644-663. [The power of consumer emancipation for customer satisfaction and brand loyalty] [VHB-JQ: B]
- Bauer, Hans H., Nicola E. Sauer, and Nicole Brugger (2002), Die Akzeptanz von Versicherungsdienstleistungen im Internet: Eine theoretische und empirische Analyse, *Zeitschrift für die gesamte Versicherungswissenschaft*, 91 (3), 329-363. [Acceptance of insurance services on the internet: A theoretical and empirical analysis] [VHB-JQ: D]
- Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), Barrieren des elektronischen Einzelhandels – Eine empirische Studie zum Kaufverhalten im Internet, *Zeitschrift für Betriebswirtschaft*, 70 (10), 1133-1156. [Barriers of electronic commerce – An empirical study on consumer behavior on the internet] [VHB-JQ: B]

## ARTICLES IN REFERRED CONFERENCE PROCEEDINGS

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- Schoner-Schatz, Lisa, Verena Hofmann, and Nicola E. Stokburger-Sauer (2017), Successfully Promoting Services through Social Media: The Role of Emotional Contagion and the Message's Source, *2015 Frontiers in Service Conference Proceedings*.
- Nominated as **Best Poster Award Finalist**.
- Emotional Contagion in Social Media Communication: An Unconscious and Conscious Process?, *EMAC 2017 Conference Proceedings*.
- Schatz, Lisa, Verena Hofmann, Nicola E. Stokburger-Sauer, Karin Foidl, Elisabeth Happ, and Jil Steichen (2016), The Role of Endorser's Emotion Display and Social Tie in Social Media Communication, *EMAC 2016 Conference Proceedings*.
- Verena Hofmann, Lisa Schatz, and Nicola Stokburger-Sauer (2016), Does the Endorser's Smile in Destination Ads Affect Consumer Response? The Case of Strong Versus Weak Brands, *19th AMS World Marketing Congress Proceedings*.
- Verena Hofmann and Nicola Stokburger-Sauer (2016), The Interaction Effect of Service Employees' Emotion Display and Gender on Customer Responses: The Service Environment's Role, *19th AMS World Marketing Congress Proceedings*.

- Hofmann, Verena, Karin Teichmann, Nicola E. Stokburger-Sauer, and Martin Wetzels (2016), Symbiotic Customer-Employee Interactions as Driver of Customer Response Behavior in Service Relationships, *ServSig Conference, Maastricht*.
- Stokburger-Sauer Nicola E., Verena Hofmann, and Lisa Schatz (2016), The Role of Emotional Contagion in Service Recovery, *2016 AMA Winter Marketing Educators Conference Proceedings*.
- Schatz, Lisa, Verena Hofmann, and Nicola E. Stokburger-Sauer (2016), Emotional Contagion and Word-of-Mouth in Social Media Communication – The Role of the Message’s Source, *2016 AMA Winter Marketing Educators Conference Proceedings*.
- Teichmann, Karin and Nicola E. Stokburger-Sauer (2015), Good Fashion Taste: How do Taste Appeals Influence the Preference for Luxury Fashion Brands?, *2015 Global Fashion Management Conference Proceedings*.
- Hofmann, Verena, Lisa Schatz, Nicola E. Stokburger-Sauer, Manuela Oberhofer, and Johann Füller (2015), The Role of Emotion Displays in Advertisements, *International Society for Research on Emotions Conference Proceedings*.
- Schatz, Lisa, Verena Hofmann, and Nicola E. Stokburger-Sauer (2015), The Role of Service Employees’ Emotion Displays in Service Recovery, *EMAC 2015 Conference Proceedings*.
- Hofmann, Verena, Manuela Oberhofer, Johann Füller, and Nicola E. Stokburger-Sauer (2015), Emotions in Tryvertising: The Impact of Emotional Change on Customer Response Behavior, *EMAC 2015 Conference Proceedings*.
- Hofmann, Verena and Nicola E. Stokburger-Sauer (2015), Emotional Contagion and Customer Satisfaction in Service Interactions, *2015 Frontiers in Service Conference Proceedings*.
- Stokburger-Sauer, Nicola E. and Andreas Plank (2014), Respecting the Heterogeneity of the Natives: Antecedents and Consequences of Individuals’ Digital Nativeness, *22nd European Conference on Information Systems (ECIS) Proceedings*.
- Reitsamer, Bernd F., Andreas Kaschig, Tim D. Heinz, and Nicola E. Stokburger-Sauer (2014) The Effects of Website Quality Perception on Users’ Responses – A Multidisciplinary Approach, *20th Americas Conference on Information Systems (AMCIS) Proceedings*.
- Teichmann, Karin and Nicola E. Stokburger-Sauer (2014), “Good” Versus “popular Taste” Appeals and their Importance in Driving Consumer’s Product Evaluations, *EMAC 2014 Conference Proceedings*.
- Schnurr Benedikt, Alexandra Brunner-Sperdin, and Nicola E. Stokburger-Sauer (2014), How the Attractiveness of the Context Influences Perceived Product Attractiveness: the Role of Consumers’ Product Familiarity, *EMAC 2014 Conference Proceedings*.
- Scholl-Grissemann, Ursula, Karin Teichmann, Nicola E. Stokburger-Sauer, and Benedikt Schnurr (2014), If You Are Attractive and Fair, I’ll Do it Myself! Assessing Mass Customization Processes in the Light of Product Aesthetics and Perceived Fairness, *EMAC 2014 Conference Proceedings*.
- Hofmann, Verena and Nicola E. Stokburger-Sauer (2014), The Role of Emotional Contagion in Service Encounters, *EMAC 2014 Conference Proceedings*.
- Höge, Thomas, Verena Hofmann, and Nicola E. Stokburger-Sauer (2014), The Relationship Between Work-Life Balance, Emotional Labor and Affective Commitment – An Empirical Study In The Hotel Industry, *EMAC 2014 Conference Proceedings*.

- Plank, Andreas, Karin Teichmann, Andreas Strobl, and Nicola E. Stokburger-Sauer (2013), The Role of Embeddedness and Self-Presentation in Online Content Provision, *EMAC 2013 Conference Proceedings*.
- Schnurr Benedikt, Nicola E. Stokburger-Sauer, and Wayne D. Hoyer (2013), A Typology of Consumers' Aesthetic Consumption Responses, *2013 AMA Winter Marketing Educators' Conference Proceedings*.
- Stokburger-Sauer, Nicola E., Martin Wetzels, and Ursula Grisseemann (2013), Is Co-creation Always Desirable? How to Facilitate Customer Participation in Service Creation, *2013 AMA Winter Marketing Educators' Conference Proceedings*.
- Grisseemann, Ursula, Karin Teichmann, and Nicola E. Stokburger-Sauer (2013), Destined for Each Other: Customers' Emotional Responses to Co-Designed Products, *2013 AMA Winter Marketing Educators' Conference Proceedings*.
- Received **Best Paper Award** in the track "Innovation and New Product Development".
- Reitsamer, Bernd F. and Nicola E. Stokburger-Sauer (2012), Multi-sensory Perception in Servicescapes – A Typology and Avenues for Future Research, *ACR 2012 Conference Proceedings*.
- Schnurr, Benedikt, Nicola E. Stokburger-Sauer, and Karin Teichmann (2012), The Relevance of Visual Product and Store Aesthetics on Consumers' Buying Behavior, *EMAC 2012 Conference Proceedings*.
- Strobl, Andreas, Karin Teichmann, Andreas Plank, and Nicola E. Stokburger-Sauer (2012), Drivers of Contribution Behaviour in Online Social Networks, *EMAC 2012 Conference Proceedings*.
- Grisseemann, Ursula, Karin Teichmann, and Nicola E. Stokburger-Sauer (2012), Customer Co-Production as a Driver of Customer Identification, *EMAC 2012 Conference Proceedings*.
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- Grisseemann, Ursula, Karin Teichmann, and Nicola E. Stokburger-Sauer (2012), We Made it! Does Customer Co-Production Enhance Customer-Product Identification and Customer Company Identification, forthcoming in *19th International Product Development Management Conference (IPDMC) Conference Proceedings*.
- Grisseemann, Ursula and Nicola E. Stokburger-Sauer (2011), The Relevance of Customer Co-Creation of Value for Service Companies: Does Co-Creation enhance Revenues and Satisfaction?, *The 2011 World Conference on Mass Customization, Personalization, and Co-Creation (MCPC 2011) Conference Proceedings*.
- Stokburger-Sauer, Nicola E. and Karin Teichmann (2011), Drivers of Customer Equity: Does Relationship Equity Matter?, *2011 Frontiers in Service Conference Proceedings*.
- Stokburger-Sauer, Nicola and Karin Teichmann (2011), Is Luxury Just a Female Thing? The Role of Gender in Luxury Brand Consumption, *The 2011 La Londe Conference on Marketing Communications and Consumer Behavior Conference Proceedings*.
- Albrecht, Carmen-Maria and Nicola E. Stokburger-Sauer (2011), Adolescents' Perceived Brand Stress: Concept, Measurement, and Relevance, *EMAC 2011 Conference Proceedings*.

- Brunner-Sperdin, Alexandra and Nicola E. Stokburger-Sauer (2011), The Impact of Sense-Making and Exploratory Qualities of Websites on Consumer Emotions and Behavioral Responses, *EMAC 2011 Conference Proceedings*.
- Wagner, Olivia, Nicola Stokburger-Sauer, and Karin Teichmann (2010), Communication Matters: The Relevance of Communication Management in the Customer-Company Interface, *ANZMAC 2010 Conference Proceedings*.
- Received **Best Paper Award** in the track “Marketing Communications”.
- Stokburger-Sauer, Nicola E. (2010), The Effects of Art Sponsorships on Sponsor’s Image and Reputation: A Field Experiment, *EMAC 2010 Conference Proceedings*.
- Albrecht, Carmen-Maria, Nicola E. Stokburger-Sauer, and Hans H. Bauer (2010), Investigating Adolescents' Perceived Brand Stress: Scale Development, Antecedents and Consequences, *2010 AMA Marketing and Public Policy Conference*.
- Stokburger-Sauer, Nicola E. and Katharina Faißt (2009), Mixed Branding Versus Brand Dominant Branding: Can Strong Corporate Brands Help Weak Product Brands to be Successful?, *EMAC 2009 Conference Proceedings*.
- Stokburger-Sauer, Nicola E., S. Ratneshwar, Sankar Sen, and Hans H. Bauer (2007), Exploring the Antecedents and Consequences of Consumer-Brand-Identification, *Association for Consumer Research Conference Proceedings*.
- Stokburger-Sauer, Nicola E. and Wayne D. Hoyer (2007), Market Mavens and Opinion Leaders: Are They the Same or Different?, *2007 European Association for Consumer Research Conference Proceedings*.
- Bauer, Hans H., Nicola E. Stokburger-Sauer, and Carmen-Maria Albrecht (2007), Can Brands do Harm? Antecedents to and Consequences of Adolescents’ Perceived Brand Stress, *2007 AMA Summer Marketing Educators’ Conference Proceedings*, Vol. 21.
- Received **Best Paper Award** in the track “Public Policy and Ethical Issues”.
- Carmen-Maria Albrecht, Nicola E. Stokburger-Sauer, and Hans H. Bauer (2007) The Dark Side of Brands: An Empirical Study of Adolescents’ Perceived Brand Stress, *EMAC 2007 Conference Proceedings*.
- Posler, Laura, Nicola E. Stokburger-Sauer, and Hans H. Bauer (2007), Residents’ and Visitors’ Identification with Nation Brands and the Relevance of Brand Identification for Marketing Communication, *EMAC 2007 Conference Proceedings*.
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- Sauer, Nicola E., Hans H. Bauer and Stefanie Exler (2005), Brand Image and Fan Loyalty: An Investigation in the Team Sport Industry, *EMAC 2005 Conference Proceedings*.
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- Sauer, Nicola E. (2004), Consumer Sophistication: Conceptualization and Measurement of a Neglected Consumer Behavior Construct, in: *AMA – Winter Marketing Educators' Conference Proceedings*, Vol. 16.
- Bauer, Hans H., Nicola E. Sauer, and Christine Becker (2002), Product-independent Consumer Decision-making styles: Do they really exist? *AMA – Summer Marketing Educators' Conference Proceedings*, Vol. 13.

## BOOK CHAPTERS

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- Stokburger-Sauer, Nicola E. and Martin Eisend (2009): Konstruktentwicklung, in: Baumgarth, C. / Eisend, M. / Evanschitzky, H. (eds.): *Empirische Mastertechniken: Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden, 331-359. [Construct Development]
- Hoyer, Wayne D. and Nicola E. Stokburger-Sauer (2007): A Comparison of Antecedents and Consequences of Market Mavens and Opinion Leaders, in: Bayón, T. / Herrmann, A. / Huber, F. / Hammerschmidt, M. / Stokburger-Sauer, N. (eds.): *Vielfalt und Einheit in der Marketingwissenschaft - Ein Spannungsverhältnis*, Wiesbaden, 215-236.
- Stokburger-Sauer, Nicola E. and Maik Hammerschmidt (2007): Die Relevanz verhaltensorientierter Größen zur Prognose des CLV: Eine empirische Analyse im Automobilmarkt, in: Bayón, T. / Herrmann, A. / Huber, F. / Hammerschmidt, M. / Stokburger-Sauer, N. (Hrsg.): *Vielfalt und Einheit in der Marketingwissenschaft - Ein Spannungsverhältnis*, Wiesbaden, 347-374. [The importance of customer-based variables to predict CLV: An empirical analysis in the automobile market]
- Bauer, Hans H., Stefanie Exler, and Nicola E. Stokburger-Sauer (2006), Die Rolle von Markenimage und Markencommitment in Online-Brand Communities: Eine empirische Untersuchung in der Fußball-Bundesliga, in: Florack, A., M. Scarabis, and E. Primosch (eds), *Psychologie der Markenführung*, Munich [The role of brand image and brand commitment in online brand communities: An empirical analysis in Germany's premier soccer league (Bundesliga)].
- Bauer, Hans H., Nicola E. Sauer, and Miriam Hendel (2004), Werte-orientiertes Marketing: Eine interkulturelle theoretische und empirische Analyse zur Bedeutung von Werten für ein visionäres Management, in: Wiedmann, Klaus-Peter (ed.), *Management mit Vision und Verantwortung – eine Herausforderung an Wissenschaft und Praxis*, 187-209. [Value-oriented marketing: An intercultural theoretical and empirical analysis of the importance of values for a visionary management]



- Bauer, Hans H., Nicola E. Sauer, and Judith Fleig (2004), Online- und Offline-Informationssuche als Determinanten der Marken- und Händlerloyalität in der Automobilindustrie, in: Bauer, Hans H. and Frank Huber (eds.), *Strategien und Trends im Handelsmanagement, Disziplinenübergreifende Herausforderungen und Lösungsansätze*, 411-430. [Online- and offline information search as determinants of brand and dealer loyalty in the automobile industry]
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- Bauer, Hans H., Nicola E. Sauer, and Stefanie Becker (2003), Der Beitrag der Risikotheorie zur Erklärung des Kaufverhaltens im Internet, in: Bauer, Hans H., Jürgen Rössger, and Marcus M. Neumann (eds.), *Konsumentenverhalten im Internet – Wissenschaftliche Erkenntnisse zum Käuferverhalten in virtuellen Umgebungen*, 23-40. [The power of risk theory in explaining consumer behaviour on the internet]
- Bauer, Hans H., Nicola E. Sauer, and Miriam Hendel (2003), Die Einstellungs-Verhaltens-Relation: Eine verhaltenswissenschaftliche Untersuchung am Beispiel von ökologischen Lebensmitteln, in: Wiedmann, Klaus-Peter (ed.), *Fundierung des Marketing – Verhaltenswissenschaftliche Erkenntnisse als Grundlage einer angewandten Marketingforschung*, 295-315. [Attitude-behaviour-relation: A psychological approach in the case of organic food]
- Sauer, Nicola E. (2001), Erfahrungen mit Akkreditierung im Bereich Wirtschaftswissenschaften der Universität Mannheim. Vortrag gehalten auf dem 3. Nationalen Expertenseminar zur Qualitätssicherung der Hochschulrektorenkonferenz. Bonn, 7./8. September 2000, in: Hochschulrektorenkonferenz (eds.), *Beiträge zur Hochschulpolitik 1/2001 - Internationalisierung = Evaluation und Akkreditierung?* Bonn, 53-60. [Experiences with accreditation in business administration at the University of Mannheim]

## WORKING PAPERS

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