

ELISABETH WOLFSTEINER

Date of birth: 02/11/1982
Nationality: Austria
elisabeth.wolfsteiner@univie.ac.at



ACADEMIC APPOINTMENTS

- since 10/2016 **University of Innsbruck**
Assistant Professor at the Department of Strategic Management,
Marketing and Tourism
- since 04/2016 **University of Vienna**
Assistant Professor at the Institute of Business Administration,
Marketing Department, o.Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner
- 09/2015 – 08/2016 **Seeburg Castle University**
Assistant Professor
- 03/2015 – 08/2015 **University of Innsbruck**
Research assistant (prae doc) at the Department of Strategic
Management, Marketing and Tourism
- 09/2014 – 02/2015 **University of Vienna**
Lecturer at the Institute of Business Administration, Marketing
Department, o.Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner

Funded with a research grant from the University of Vienna
(Abschlussstipendium 2014)
- 08/2010 – 08/2014 **University of Vienna**
Research assistant (prae doc) at the Institute of Business
Administration, Marketing Department, o.Univ.-Prof. Dipl.-Ing. Dr. Dr.
h.c. Udo Wagner
- 02/2008 – 06/2010 **University of Vienna**
Teaching assistant at the Institute of Business Administration,
Marketing Department, o.Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner

EDUCATION

- 08/2010 – 03/2016 **PhD study “Management”** at the University of Vienna
Dissertation: Empirical investigations of ambush marketing (supervised
by o.Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner)

Dissertation supported with a research grant from the University of
Vienna
- 11/2007 – 08/2010 **Master study “Business Administration”** at the University of Vienna
Master thesis: Wahrnehmung von offiziellen Sponsoren und Ambush
Marketern (Awareness of official sponsors and ambush
marketers)
- 03/2003 – 11/2007 **Bachelor study “Business Administration”** at the University of
Vienna
National Taiwan University, Taipeh – Summeruniversity 2006

PUBLICATIONS

Refereed journal articles

Garaus, M., Wolfsteiner, E., Wagner, U. (2016). Shoppers' acceptance and perceptions of electronic shelf labels, *Journal of Business Research*, 69(9), 3687-3692.

Wolfsteiner, E., Grohs, R., Wagner, U. (2015). Memory effects of different relational links between brands and sponsored events, *Psychology & Marketing*, 32(10), 1031-1048.

Wolfsteiner, E., Grohs, R., Wagner, U. (2015). What drives ambush marketer misidentification? *Journal of Sport Management*, 29(2), 137-154.

Vetschera, R., Weitzl, W., Wolfsteiner, E. (2014). Implausible alternatives in eliciting multi-attribute value functions. *European Journal of Operational Research*, 234(1), 221-230.

Grohs, R., Reisinger, H., Wolfsteiner, E., Haas, J. (2013). At what age and how does understanding of product placement develop? *Marketing ZFP – Journal of Research and Management*, 35(1), 22-32. Best Paper Award of the French-Austrian-German Workshop on Consumer Behavior 2012.

Work in progress

Wolfsteiner, E. A review of ambush marketing research: Empirical evidence of consumers' reactions towards ambush marketing, target journal: *International Journal of Advertising*.

Wolfsteiner, E., Grohs, R., Reisinger, H. The impact of different ambush marketing disclosure strategies on brand attitude, target journal: *Journal of Advertising*.

Refereed conference proceedings

Weitzl, W., Wolfsteiner, E., Einwiller, S., Wagner, U. (2016). When credibility truly matters online: Investigating the role of source credibility for the impact of customer reviews, *Advances for Consumer Research*, 44, forthcoming.

Weitzl, W., Wolfsteiner, E., Hutzinger, C. (2016). The influence of corporate webcare and brand advocates on online complaint observers", *Proceedings of the 7th EMAC Regional Conference*, Sarajevo, Bosnia and Herzegovina, September 14-16.

Weitzl, W., Wolfsteiner, E., Hutzinger, C. (2016). "We're sorry!" Effects of online complaint handling on observers' attitudes, *Proceedings of the Global Marketing Conference*, Hong Kong, July 21-24.

Weitzl, W., Wolfsteiner, E., Wagner, U., Einwiller, S. (2016). "My friends say: Best product ever!" The critical role of source credibility and product type for positive vs. negative online review influence, *Proceedings of the Global Marketing Conference*, Hong Kong, July 21-24.

Grohs, R., Wolfsteiner, E. (2015). How and why brands benefit from sport events, *Proceedings of the French-Austrian-German Workshop on Consumer Behavior*, Bayreuth, Germany, November 29-30.

Grohs, R., Wolfsteiner, E. (2015). How brands establish associations with sport events, *Proceedings of the 44th EMAC Conference*, Leuven, Belgium, May 26-29.

Wagner, U., Garaus, M., Wolfsteiner, E., Manzinger, S. (2015). Perception, acceptance of and in-store responses to electronic shelf labels – A field experiment, *Proceedings of the 44th EMAC Conference*, Leuven, Belgium, May 26-29.

Wolfsteiner, E., Grohs, R., Reisinger, H. (2015). The impact of different ambush marketing disclosure strategies on brand attitude, *Proceedings of the 44th EMAC Conference*, Leuven, Belgium, May 26-29.

Wolfsteiner, E., Grohs, R., Reisinger, H. (2015). How ambush marketing disclosure works: The impact of different disclosure strategies on brand attitude, *Proceedings of the 3rd Brand Camp*, Obergurgl, Austria, March 20-22. **Best Student Paper Award** sponsored by Association for Consumer Research.

Wolfsteiner, E., Garaus, M., Wagner, U. (2014). A comparison of traditional and electronic price tags: Processing, evaluation and in-store reactions, *Proceedings of the 5th EMAC Regional Conference*, Katowice, Poland, September 24-26.

Grohs, R., Wolfsteiner, E., Reisinger, H. (2013). Consumer attitudes toward sponsors vs. ambushers, *Proceedings of the 42nd EMAC Conference*, Istanbul, Turkey, June 4-7.

Wolfsteiner, E., Garaus, M., Wagner, U. (2013). The joint-effect of sponsorship and print advertising on brand image in integrated marketing communication strategies, *Proceedings of the 42nd EMAC Conference*, Istanbul, Turkey, June 4-7.

Grohs, R., Wolfsteiner, E., Reisinger, H. (2013). Consumer attitudes toward sponsors vs. ambushers, *Proceedings of the 7th International Research Days on Marketing Communications*, Wolfsburg, Germany, April 18-19.

Grohs, R., Reisinger, H., Wolfsteiner, E., Haas, J. (2012). At what age and how does understanding of product placement develop? *Proceedings of the French-Austrian-German Workshop on Consumer Behavior*, Innsbruck, Austria, November 29 – December 1. **Best Paper Award**.

Vetschera, R., Weitzl, W., Wolfsteiner, E. (2012). Implausible alternatives in the elicitation of multi-attribute value functions, *Proceedings of the 25th European Conference on Operational Research (EURO XXV)*, July 8-11.

Wolfsteiner, E., Grohs, R., Wagner, U. (2012). Sponsorship effects in the presence of ambush marketing, *Proceedings of the Research Conference in Sport Marketing: Focus on Sponsorship*, Portland, Oregon, June 21-22.

Wolfsteiner, E., Grohs, R., Wagner, U. (2012). Sponsorship effects in the presence of ambush marketing, *Proceedings of the 6th International Research Days on Marketing Communications*, Nancy, France, March 29-30.

Wolfsteiner, E., Grohs, R. (2011). (In)correct sponsor/ambusher (non)identification: An experiment, *Proceedings of the 40th EMAC Conference*, Ljubljana, Slovenia, May 24-27.

Wolfsteiner, E., Grohs, R. (2011). (In)correct sponsor/ambusher (non)identification: An experiment, *Proceedings of Brand Camp 1*, Obergurgl, Austria, February 27 – March 2.

Case studies

Wolfsteiner, E. (2016). Styx – Naturkosmetik, die unter die Haut geht!, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2016): *Fallstudien aus der österreichischen Marketingpraxis 7*, Facultas, Wien.

Wolfsteiner, E. (2013). Sonnentor – Da wächst die Freude!, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2013): *Fallstudien aus der österreichischen Marketingpraxis 6*, Facultas, Wien, 171-180.

Wolfsteiner, E. (2009). Efko – Wie kommt „das Glas vom Besten“ in Österreichs Haushalte?, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2009): *Fallstudien aus der österreichischen Marketingpraxis 5*, Facultas, Wien, 225-233.

Editorships

Wolfsteiner, E., Zatega, B. (Eds.) (2016). *Musterlösungen zu den Problemstellungen aus "Fallstudien aus der österreichischen Marketingpraxis 7"*, Skriptum, Wien.

Wolfsteiner, E., Eberhardsteiner, L. (Eds.) (2013). *Musterlösungen zu den Problemstellungen aus "Fallstudien aus der österreichischen Marketingpraxis 6"*, Skriptum, Wien.

Garaus, M., Weitzl, W., Wolfsteiner, E., Zimprich, M. (Eds.) (2010). *New directions – New insights: Proceedings of the fourth German-French-Austrian conference on quantitative marketing*.

Wolfsteiner, E. (Ed.) (2009). *Musterlösungen zu den Problemstellungen aus "Fallstudien aus der österreichischen Marketingpraxis 5"*, Skriptum, Wien.

RESPONSIBILITIES AT UNIVERSITY AND OTHER INSTITUTIONS

- Research projects, publications and presentations at international conferences
- Organization of the Sport Marketing and Sponsorship Conference 2016 in Salzburg (co-conference chair and member of the scientific committee)
- Reviewer for European Journal of Marketing, Journal of Product and Brand Management, GER – Global Economic Review Special Edition, La Londe Conference in Marketing Communications and Consumer Behavior 2011, Brand Camp 3, F-A-G Workshop on Consumer Behavior 2017
- Member of the *Studienkonferenz Wirtschaftswissenschaften* (Study Conference Economics) at the University of Vienna
- Vice head of the Department of Business Administration, University of Vienna
- Presentations "Warum tanzen Pinguine und sind Kühe manchmal lila?" (2010, with Wolfgang Weitzl and Robert Zniva), "Warum sprechen Autos, sind Bären aus Gummi und Kühe manchmal lila?" (2011, with Thomas Reutterer and Robert Zniva), and "Wie beeinflusst die Ladengestaltung, was wir kaufen?" (2014, 2015 and 2016, with Marion Garaus and Elisabeth Steiner) at the KinderUni (children university) at the University of Vienna
- Conceptualization and execution of marketing courses in the areas of marketing communication, principles of marketing, market research and scientific research at the University of Vienna/University of Innsbruck/University of Applied Sciences, Burgenland/Seeburg Castle University
- Joint supervision/supervision of Master thesis candidates at the University of Vienna/University of Applied Sciences, Burgenland
- Supervision of Bachelor thesis candidates at the University of Vienna/University of Innsbruck/University of Applied Sciences, Burgenland/Seeburg Castle University
- Student course advising for the Faculty of Business and Economics (University of Vienna) at the student's job fair

LANGUAGES

German	mother tongue
English	fluent
French	good knowledge

TEACHING

st = summer term, wt = winter term; B = Bachelor course, M = Master course

UNIVERSITY OF VIENNA

Non-traditional marketing communication ^B	wt 2014, wt 2016
Management – Marketing ^M	wt 2016
Principles in marketing ^B	st 2011 – st 2014
Innovation and marketing ^M (together with Florian Waldner)	st 2012, st 2013, st 2014
Marketing communication ^M	st 2011, st 2012

UNIVERSITY OF INNSBRUCK

Seminar with bachelor thesis ^B	st 2015, st 2016, wt 2016
Strategy and marketing ^B	wt 2016

SEEBURG CASTLE UNIVERSITY

Guerilla marketing ^B	wt 2015, wt 2016
Introduction to scientific research ^B	wt 2015
Sports marketing ^B	st 2016
Research seminar ^B	st 2016

UNIVERSITY OF APPLIED SCIENCES, BURGENLAND

Research and development in international wine marketing ^M	wt 2015, wt 2016
Current topics in marketing management ^M	st 2016
Consumer behavior and market research ^B (together with Marion Garaus)	st 2014
Workshop qualitative and quantitative research ^M (together with Christian Garaus)	st 2012, st 2013
Applied statistics ^B	wt 2009