

# CURRICULUM VITAE

Univ.-Prof. Mag. Dr. Marion Garaus, Ph.D.

## Personal data

Nationality Austria  
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Google Scholar <https://scholar.google.com/citations?user=4faUhjMAAAAJ&hl=de&oi=ao/>  
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## Academic appointments

Feb 2025 ongoing **Vice Rector for Research, Sigmund Freud Private University**  
Member of the rectorate, development, implementation, and evaluation of structural measures in research, establishment of communication and information structures in research, promotion of interdisciplinarity in research across faculties and research, development of programs to support early-career researchers

Oct 2024 ongoing **Full Professor of Business Psychology, Sigmund Freud Private University**  
Research with a focus on consumer psychology, digitalization and sustainable consumption behavior.

March 2023 ongoing **Lecturer, University of Vienna**  
Lecture on Science Communication, Faculty of Psychology

July 2023 ongoing **Lecturer, Copenhagen Business School**  
Lecturer on Integrated Marketing Communication, CBS Summer University

April 2023 – Jan 2025 **Vice President for Research, Modul University**  
Member of the University Board, strategic development of the university, development of a research strategy, support in the acquisition of third-party funding, strategy development of the university, promotion of young researchers, research communication to society

Dec 2022 – July 2024 **Scientific project member, University of Natural Resources and Science Vienna**  
Who is Disrupting the Food Value Chain: Regulators, Incumbents, Startups or Consumers (RISC)?

July 2019 – Dec 2024 **Dean of the Undergraduate Program, Modul University Vienna**  
Seeking out accreditation for new programs, developing exchange study programs, coordinating, facilitating, and quality control of academic programs, developing and overseeing policies and procedures for undergraduate schools, ensuring that all accreditation criteria are being met

for the undergraduate program, creation admission criteria for the undergraduate program

Sept 2018 – Jan 2025

**Associate Professor, Modul University Vienna, Department of International Management**

Research with a focus on digitalization in marketing, teaching and conducting examinations, establishing relationships with the industry and engaging in research activities, contributing to administrative and academic services

July 2023 – Aug 2023

**Visiting scholar at Copenhagen Business School, Department of Marketing**

Aug 2016 – Dec 2016

**Visiting scholar at Copenhagen Business School, Department of Marketing**

Oct 2015 – Dec 2017

**Maternity/educational leave**

Feb 2013 – Feb 2014

**Lecturer, Ecole de Management de Normandie, Le Havre (France)**

Lecture on store design employing group work, seminar papers, presentations, and exams

Oct 2011 – Sept 2013

**Maternity leave**

Jan 2010 – Sept 2014

**Lecturer, University of Applied Sciences Burgenland**

Workshops and seminars in empirical research methods, supervisor of bachelor and master theses

Sept 2009 – August 2018

**University Assistant, University of Vienna, Chair of Marketing**

## **Education**

Oct 2016 – Nov 2023

**Doctoral Studies in Social Sciences: Psychology, University of Vienna**

Dissertation title: "Cognitive processing of food cues", Supervisor: Univ.-Prof. Dr. Arnd Florack

Feb 2014 – Oct 2018

**Habilitation, venia docendi in the subject Business Administration, University of Vienna**

Habilitation title: "Information processing limitations in consumption situations"

Sept 2009 – Jan 2013

**Ph.D. Management Studies (focus: Marketing), University of Vienna**

Dissertation title: "Retail shopper confusion – The dark side of shopping experience", graduated with distinction, Supervisor: Univ.-Prof. Dipl.-Ing. Dr. Dr. h.c. Udo Wagner

Oct 2004 – Jan 2009

**Diploma Studies of Business Administration, WU Wien University of Economics and Business**

(focus: Change Management & Management Development and Retail & Marketing)

Diploma thesis title: "The effect of extrinsic rewards on intrinsic motivation"

## **External funding**

Anniversary Fund of the Oesterreichische Nationalbank (OeNB) (Oct 2022 – July 2024), € 241,000, *Who is disrupting the food value chain: Regulators, Incumbents, Startups or Consumers? (RISC)*, project team member.

Vienna Chamber of Commerce Award [Wirtschaftskammerpreis 2018] (July 2018 to May 2019), project team member, € 7500, *Ein prädiktives Facebook-Anzeigemodell für den österreichischen Lebensmitteleinzelhandel*, researched published in *Appetite*.

Josef Umdasch Forschungspreis (Feb 2017 – July 2017), Umdasch Shopfitting GmbH, € 4000, project leader, project team: 10 students, findings are presented to a jury of experts in the field of store design in Berlin.

FFG Innovationsscheck (June 2014 – May 2015), € 5000, *The influence of digital signage on waiting time perceptions at the POS*, project lead, research published in *Journal of Retailing and Consumer Services*.

FFG Innovationsscheck (Sept 2014 – April 2015), € 5000, *MMIT: IT4PRICE*, project lead, research published in *Technological Forecasting and Social Change* and *Journal of Business Research*.

## **Awards**

Award of Excellence 2013 by the Austrian Government (€ 3000)  
Certificate of Recognition 2013 of the Dr. Maria Schaumayer-Foundation  
Dissertation nominated for the EHI Scientific Award 2014  
Josef Umdasch Forschungspreis, Umdasch Shopfitting GmbH, € 4000  
Certificate of Recognition 2019 of the Dr. Maria Schaumayer-Foundation  
Certificate for Excellent Teaching 2024 by the University of Vienna

## **Grants and Scholarships**

Back to Research Grant 2017 by the University of Vienna (20.000 €)  
Dissertation nominated for EMAC Regional Bursary 2011  
University Vienna Scholarship for doctoral thesis 2018  
Erasmus+ Scholarship for a research stay at Copenhagen Business School 2023

## **Ad-Hoc Reviewer activity**

*Appetite*, *Current Issues in Tourism*, *Distribution*, and *Consumer Research*, *European Management Journal*, *Food Control*, *Food Quality*, and *Preference*, *Frontiers in Psychology*, *Global Economic Review*, *IEEE Transactions on Engineering Management*, *Information Systems Management*, *International Journal of Advertising*, *International Journal of Consumer Studies*, *International Journal of Hospitality Management*, *Internet Research*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Consumer Affairs*, *Journal of Consumer Behaviour*, *Journal of Marketing Management*, *Journal of Retailing*, *Journal of Retailing and Consumer Services*, *Marketing ZFP – Journal of Research and Management*, *Production Planning & Control*, *Psychology & Marketing*, *Schmalenbach Business Review*, *Sustainability*, *Technological Forecasting*, and *Social Change*, *The International Review of Retail and Distribution Management*, *Transportation Research Part E*, *Travel Behavior and Society*

## **Editorial Board Membership**

*Frontiers in Psychology*, Review Editor, 2021 – 2022  
Member of the Editorial Board, 2023 (ongoing)

**Teaching experience** (ST = Summer term, WT = Winter term)

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|---|--|
| Sigmund Freud Private University          | Psychology of the Experience Economy (ST 2025); Expert colloquium on specific subjects (ST 2025); Consumer Psychology (WT 2025)  |
| Modul University Vienna                   | Marketing and Consumer Behavior (WT2018); Marketing Research and Empirical Project (WT2018, ST2019); MBA Marketing Management in the Digital Age (WT2018), Mentoring Program (WT2018), Master Thesis Seminar (WT2019, ST2020), MBA Interactive Marketing (ST2020-ST2023), PhD Seminar Advances in Marketing Science (WT2020), MSc Global Marketing: Theory and Practice (WT2022), Bachelor Thesis Tutorial (WT2019-ST2023), PhD Research Seminar Resilience (WT2022), Integrated Marketing Communications (WT2022), Market and Consumer Psychology (ST2024)<br><br>Supervision of more than 70 bachelor theses, supervision of 19 master theses, supervision of 1 PhD thesis (ongoing) |
| University of Vienna                      | Marketing Principles (ST2010, ST2011, WT2012, WT2013, ST2014, ST2015); E-Marketing (ST2014, WT2014, ST2015), Science Communication in Psychology (ST2023, WT2023, ST2024, WT2024); Literature Seminar (Fachliteraturseminar) (ST2025)<br><br>Supervision of 30 bachelor theses, co-supervision of 5 master theses  |
| Copenhagen Business School                | MSc Integrated Marketing Communication (ST2023); Quality Management and Experience Design (ST2025)   |
| University of Applied Sciences Burgenland | Empirical Master Seminar (ST2011, ST2012, ST2013); Workshop on Qualitative Content Analysis (ST2009, ST2010, ST2011, ST2012); MSc Market Research and Consumer Behavior (ST2014); MSc Project Management (WT2012)<br><br>Supervision of 7 bachelor theses, supervision of 13 master theses   |
| Ecole de Management de Normandie          | Store Design (WT2013, WT2014)  |

## LIST OF PUBLICATIONS

Univ.-Prof. Mag. Dr. Marion Garaus, Ph.D

### Peer-reviewed publications

- Garaus, C., **Garaus, M.**, Wagner, U. (2025) Crowdsourcing against climate change: Sponsor-challenge fit, identified motivation, and intention to submit. *Journal of Product Innovation Management* (forthcoming, <https://doi.org/10.1111/jpim.12777>). (IF 2034: 10.1, Q1)
- Chekembayeva, G., & **Garaus, M.** (2024). Authenticity matters: Investigating virtual tours' impact on curiosity and museum visit intentions. *Journal of Services Marketing* 38(7), 941-956. (IF 2023: 3.8, Q2)
- Garaus, C., **Garaus, M.**, & Wagner, U. (2024). Getting users involved in idea crowdsourcing initiatives: An experimental approach to stimulate intrinsic motivation and intention to submit. *IEEE Transactions on Engineering Management* (in press). (IF 2022: 5.8, Q2)
- Weinmayer, K., **Garaus, M.**, & Wagner, U. (2024). The impact of corporate sustainability performance on advertising efficiency. *OR Spectrum*, 1-35. (IF 2022: 2.7, Q2)
- Garaus, M.**, Weismayer, C., & Steiner, E. (2023). Is texture the new taste? The effect of sensory food descriptors on restaurant menus on visit intentions. *British Food Journal*, 125(10), 3817-3831. (IF 2022: 3.3, Q2)
- Garaus, M.**, Wolfsteiner, E., & Hu, J. The unhealthy-tasty intuition in dining out situations: The role of health inferences and taste expectations. *Frontiers in Nutrition*, 10, 746. (IF 2022: 5.0, Q2)
- Garaus, M.**, & Garaus, C. (2023). US consumers' mental associations with meat substitute products. *Frontiers in Nutrition*, 10. (IF 2022: 5, Q2)
- Garaus, M.**, & Wolfsteiner, E. (2023). Media multitasking, advertising appeal, and gender effects. *Review of Managerial Science*, 1-29. (IF 2022: 5.5, Q1)
- Chekembayeva, G., **Garaus, M.**, & Schmidt, O. (2023). The role of time convenience and (anticipated) emotions in AR mobile retailing application adoption. *Journal of Retailing and Consumer Services*, 72, 103260. (IF 2022: 10.4, Q1)
- Treiblmaier, H., & **Garaus, M.** (2023). Using blockchain to signal quality in the food supply chain: The impact on consumer purchase intentions and the moderating effect of brand familiarity. *International Journal of Information Management*, 68, 102514. (IF 2022: 21.0, Q1)
- Wolfsteiner, E., & **Garaus, M.** (2023). When attention-grabbing tactics backfire during media multitasking: The detrimental effect of atypical advertising slogans on brand attitude. *Telematics and Informatics*, 81, 101981 (IF 2022: 8.5, Q1)
- Wolfsteiner, E., **Garaus, M.**, Wagner, U., & Girschick, A. (2023). Selfie campaigns as advertising tactic: mental imagery as a driver of brand interest and participation. *International Journal of Advertising*, 1-25. (IF 2022: 6.7, Q1)
- Garaus, M.**, Garaus, C., Wolfsteiner, E., & Jermendy, C. (2022). Anthropomorphism as a differentiation strategy for standardized reusable glass containers. *Sustainability*, 14(15), 9473. (IF 2022: 3.9, Q2)
- Garaus, M.**, & Hudáková, M. (2022). The impact of the COVID-19 pandemic on tourists' air travel intentions: The role of perceived health risk and trust in the airline. *Journal of Air Transport Management*, 103, 102249. (IF 2022: 6.0, Q2)
- Garaus, M.**, Wolfsteiner, E., & Florack, A. (2022). When food co-branding backfires: the overexpectation effect. *Foods*, 11(14), 2136. (IF 2022: 5.2, Q1)
- Lalicic, L., & **Garaus, M.** (2022). Tourism-induced place change: the role of place attachment, emotions, and tourism concern in predicting supportive or oppositional behavioral responses. *Journal of Travel Research*, 61(1), 202-213. (IF 2022: 8.9, Q1)
- Garaus, M.**, & Treiblmaier, H. (2021). The influence of blockchain-based food traceability on retailer choice: The mediating role of trust. *Food Control*, 129, 108082. (IF 2022: 6.0, Q1)

- Garaus, M., & Garaus, C.** (2021). The impact of the covid-19 pandemic on consumers' intention to use shared-mobility services in German cities. *Frontiers in Psychology*, 12, 646593. (IF 2022: 3.8, Q1)
- Garaus, M., & Lalicic, L.** (2021). The unhealthy-tasty intuition for online recipes - when healthiness perceptions backfire. *Appetite*, 159, 105066. (IF 2022: 5.40, Q1)
- Garaus, M., Wagner, U., & Rainer, R.** (2021) Emotional targeting at the point-of-sale, *Journal of Business Research*, 131, 747-762. (IF 2022: 11.3, Q1)
- Lalicic, L., & **Garaus, M.** (2020). Tourism-induced place change: The role of place attachment, emotions, and tourism concern in predicting supportive or oppositional behavioral responses. *Journal of Travel Research*, 004728752096775. (IF 2022: 8.9, Q1)
- Garaus, M.** (2019). The influence of media multitasking on advertising effectiveness, *AMS Review*, 10(3-4), 244-259.
- Garaus, M., & Wagner, U.**, (2019). Lost in the store: Assessing the confusion potential of store environments, *Schmalenbach Business Review*, 7, 413-441. (IF 2022: 2.2, Q4)
- Garaus, M., & Halkias, G.** (2019). One color fits all: Product category norms and (a)typical package colors, *Review of Managerial Science*, 26(1), 280–303. (IF 2022: 5.5, Q1)
- Garaus, M., & Wagner, U.** (2019). Let me entertain you – Reducing perceived waiting time through digital signage. *Journal of Retailing and Consumer Services*, 47, 331–338. (IF 2022: 10.4, Q1)
- Garaus, M.** (2018). Confusion in Internet retailing: Causes and consequences, *Internet Research*, 28(2), 477–499. (IF 2022: 5.9, Q1)
- Garaus, M.** (2017). Atmospheric harmony in the retail environment: Its influence on store satisfaction and re-patronage intentions. *Journal of Consumer Behaviour*, 16(3), 265–278. (IF 2022: 4.2, Q2)
- Garaus, M., Wagner, U., & Bäck, A.** (2017). The effect of media multitasking on advertising message effectiveness. *Psychology & Marketing*, 34(2), 138–156. (IF 2022: 6.7, Q1)
- Garaus, M., Wagner, U., & Manzinger, S.** (2017). Happy grocery shopper: The creation of positive emotions through affective digital signage content. *Technological Forecasting and Social Change*, 124(1), 295–305. (IF 2022: 12, Q1)
- Garaus, M., & Wagner, U.** (2016). Retail shopper confusion: Conceptualization, scale development, and consequences. *Journal of Business Research*, 69(9), 3459–3467. (IF 2022: 11.3, Q1)
- Garaus, M., Wolfsteiner, E., & Wagner, U.** (2016). Shoppers' acceptance and perceptions of electronic shelf labels. *Journal of Business Research*, 69(9), 3687–3692. (IF 2022: 11.3, Q1)
- Garaus, M., & Wagner, U.** (2015). Einkaufsverwirrung am Point-of-Sale – Eine experimentelle Untersuchung. *Transfer - Werbeforschung und Praxis*, 61(4), 34–40.
- Garaus, M., Wagner, U., & Kummer, C.** (2015). Cognitive fit, retail shopper confusion, and shopping value: Empirical investigation. *Journal of Business Research*, 68(5), 1003–1011. (IF 2022: 11.3, Q1)
- Garaus, M., & Wagner, U.** (2013). Die Auswirkungen von Einkaufsverwirrung auf das Nachfrageverhalten. *Marketing ZFP - Journal of Research and Management*, 35(1), 8-21.
- Garaus, M., & Wagner, U.** (2013). Retail shopper confusion – An explanation of avoidance behavior at the point-of-sale. In S. Botti (Ed.), *Advances in Consumer Research: Vol. 41. Making a difference* (pp. 407–410). Duluth, Minn: Association for Consumer Research. (IF 2022: 0.03, Q4)
- Garaus, M.** (2012). Einkaufsverwirrung – Aktueller Stand der Forschung und konzeptionelles Modell. *Marketing ZFP - Journal of Research and Management*, 34(4), 336–350.

### Peer-reviewed conference papers

- Garaus, M., Florack, A.** (2024). Challenging the common good phenomenon – explaining competitive advantages for unhealthy vs. Healthy food products. *American Marketing Association: Special Interest Group Consumer Behavior (CBSIG) Conference*, Vienna, Austria.

- Garaus, G., **Garaus, M.** Wagner, U. (2023). Getting users involved in idea crowdsourcing contests: An experimental ap-proach to stimulate intrinsic motivation and participation intention. *Proceedings of EMAC Regional Conference Athens, Greece.*
- Chekembayeva G., **Garaus, M.** (2023). How to succeed with virtual tours? The antecedents of authentic experience. *Proceedings of EMAC Regional Conference Athens, Greece.*
- Chekembayeva, G., **Garaus, M.**, Schmidt, O., (2022) Can't wait to use it- the role of time convenience and anticipated emotions in augmented reality application usage intention. *Proceedings of Annual EMAC Conference, Budapest. Hungary.*
- Garaus, C.; **Garaus, M.**, Helic, D.(2022): Towards a configurational perspective on crowdsourcing campaign success. [Poster], 19th Open and User Innovation Conference, 20.06.2022-21.06.2022, Zurich, Switzerland /Online
- Garaus, M.**; Garaus, C.; Wagner, U. (2021): Crowdsourcing against climate change: sponsor-challenge fit, identified motivation and participation. 18th Meeting of the Open and User Innovation Society, JUN 21-22, Aachen, Germany
- Wolfsteiner, E., **Garaus, M.**, & Wagner, U. (2019). Smile Please! Toward an Understanding of Selfie Campaigns. *Proceedings of the 10<sup>th</sup> EMAC Regional Conference, Saint Petersburg, Russia.*
- Garaus, M.**, Florack, A., & Wolfsteiner, E. (2019). Too much of a good thing: Ceiling effects for strong partners in brand alliances. FAG Workshop 2019, Nancy, France.
- Garaus, M.**, Steiner, E., & Weismayer, C. (2019). How to prompt favorable expectations in service settings? The role of sensory information. FAG Workshop 2019, Nancy, France.
- Wolfsteiner, E. & **Garaus, M.** (2019). Traditional TV advertising vs. sponsored TV content in media multitasking situations: The moderating role of sensory mode. *ICORIA 2019, Krems, Austria*
- Lalicic, L. & **Garaus, M.** (2019). The unhealthy-tasty intuition for online recipes – When healthiness perceptions backfire. *ICORIA 2019, Krems, Austria*
- Garaus, M.**, & Wagner, U. (2018). Let me entertain you – Reducing perceived waiting time through digital signage. *Proceedings of the 47<sup>th</sup> EMAC Conference, Glasgow, Scotland.*
- Garaus, M.**, & Wagner, U. (2018). The influence of digital signage on the waiting experience and store satisfaction. *Proceedings of the 2018 Winter Marketing Educator's Conference, American Marketing Association (Ed), New Orleans, LA: American Marketing Association, (E9–E10).*
- Garaus, M.**, Florack, A., & Egger, M. (2018). Ceiling and negative effects in brand alliances (*extended abstract*). 4<sup>th</sup> Brand Camp, Obergurgl, Austria.
- Garaus, M.**, Manzinger, S., & Wagner, U. (2016). Happy grocery shopper: The creation of positive emotions through affective digital signage content. *Proceedings of the 2016 Winter Marketing Educator's Conference, American Marketing Association (Ed), Las Vegas, NV: American Marketing Association, (K23).*
- Garaus, M.**, Bachner, K., Schaffhauser-Linzatti, M., & Fabel, O. (2015). Gründe der Hochschul- und Studienfachwahl: Aktuelle Entwicklungen aufgrund geänderter Rahmenbedingungen in Österreich am Beispiel der Fakultät für Wirtschaftswissenschaften, Universität Wien. *Jahrestagung der Wissenschaftlichen Kommission Hochschulmanagement, Duisburg, Germany.*
- Garaus, M.**, Bachner, K., Schaffhauser-Linzatti, M. (2015). Steuerungsansätze im Bereich der tertiären Lehre: Auswirkungen neuer Zulassungsverfahren auf die Studierendenzahl und -auswahl in Österreich. *Symposium Governance, Performance & Leadership of Research and Public Organizations, Munich, Germany.*
- Garaus, M.** (2015). Color congruency in product packaging: Some implications for branding (*extended abstract*). 3<sup>rd</sup> Brand Camp, Obergurgl, Austria.
- Garaus, M.**, Manzinger, S., & Wagner, U. (2015). The influence of digital signage on emotions, cognition, and behavioral intentions at the point of sale. *Proceedings of the 6<sup>th</sup> EMAC Regional Conference, Vienna, Austria.*

- Garaus, M., & Puchegger, R.** (2015). The effects of (in)congruent package colors on emotions, attitude, product quality perceptions and purchase intention. *Proceedings of the 45<sup>th</sup> EMAC Conference*, Leuven, Belgium.
- Steiner, E., **Garaus, M.**, & Bachner, K. (2015). The formation of service expectations and quality inferences: A cue utilization perspective. *Proceedings of the 45<sup>th</sup> EMAC Conference*, Leuven, Belgium.
- Wagner, U., **Garaus, M.**, Wolfsteiner, E., & Manzinger, S. (2015). Electronic shelf labels: Customers' perception, approval and behavioral responses – A field experiment. *Proceedings of the 45<sup>th</sup> EMAC Conference*, Leuven, Belgium.
- Garaus, M.** (2014). How online stores confuse shoppers: Conceptual framework and empirical investigation. *Proceedings of the 44<sup>th</sup> EMAC Conference*, Valencia, Spain.
- Wagner, U., & **Garaus, M.** (2014). Using the Rasch model for the development and assessment of multiple-choice tests in marketing: Some practical guidelines. *Proceedings of the 44<sup>th</sup> EMAC Conference*, Valencia, Spain.
- Wolfsteiner, E., **Garaus, M.**, & Wagner, U. (2014). A comparison of traditional and electronic price tags: Processing, evaluation and in-store reactions. *Proceedings of the 5<sup>th</sup> EMAC Regional Conference*, Katowice, Poland.
- Garaus, M.**, & Wagner, U. (2013). Consumer in-store responses to retail shopper confusion. *Proceedings of the 43<sup>rd</sup> EMAC Conference*, Istanbul, Turkey.
- Wagner, U., & **Garaus, M.** (2013). Retail shopper confusion: Conceptualization, scale development, nomological validation. *Proceedings of the 43<sup>rd</sup> EMAC Conference*, Istanbul, Turkey.
- Wagner, U., & **Garaus, M.** (2013). The assessment of reliability in qualitative research: Some comparisons of intercoder reliability indices. *Proceedings of the 4<sup>th</sup> EMAC Conference*, St. Petersburg, Russia.
- 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 43<sup>rd</sup> EMAC Conference*, Istanbul, Turkey.
- Wagner, U., **Garaus, M.**, & Garaus, C. (2012). Explaining the choice overload effect – Does self-determination theory help? *Proceedings of the 42<sup>nd</sup> EMAC Conference*, Lisbon, Portugal.
- Garaus, M.**, & Wagner, U. (2012). Should I stay or should I go: Consequences of retail shopper confusion. *FAG Conference Proceedings*, Innsbruck, Austria.
- Garaus, M.**, & Kummer, C. (2011). The negative consequences of the store environment: An empirical investigation. *Proceedings of the 2<sup>nd</sup> EMAC Regional Conference*, Iași, Romania.

### Invited talks

- 2024.** Konsumverhalten in Hinblick auf die Ernährungswende - „Transformation - Die Zukunft is(s)t pflanzlich?!“ University of Economics and Business Administration (WU Wien), Vienna, Austria, 17. October, 2024
- 2023.** Sustainability in Education: Global Partnerships for Change. 6<sup>th</sup> China Forum. TU Graz, Austria, 17 November, 2023.
- 2023.** Panel discussion: FH-DIDAKTIK. GESTERN – HEUTE – MORGEN, University of Applied Sciences Technikum Wien, Austria, 24 October, 2023.
- 2023.** Teaching approaches. 2nd World Summit for Deans of Independent Schools of Hospitality and Tourism, Hong Kong, China, 20-22 May. 2023.
- 2020.** Digitale Transformationsprozesse Evaluierung, Optimierung, Zukunftsperspektiven. Distance Learning. Bundesministerium für Bildung, Wissenschaft und Forschung. 24. September 2020 [online].
- 2016.** Happy grocery shopper: The creation of positive emotions through affective digital signage content, Copenhagen Business School, Department of Marketing, Copenhagen, November 2016.



- 2015.** Retail Shopper Confusion – Einkaufsverwirrung am Point-of-Sale. 10. DWG Effizienztag „Konsum- und Menschenbilder“, Berlin, April 2015.
- 2015.** One color fits all? The influence of product category color norms on product evaluation. Research Seminar of the Institute for Marketing & Consumer Research, Vienna University of Economics and Business, Vienna, January 2015.
- 2013.** Consumer reactions to confusing store environments. University of Sussex, Department of Business and Management, Sussex, December 2013.

#### **Contributed talks to academic conferences**

- 2024.** Drivers of content and strength of brand associative networks in an event context. *6<sup>th</sup> Brand Camp*, Obergurgl, Austria, March 2024. [Co authors: Elisabeth Wolfsteiner, Reinhard Grohs].
- 2024.** The impact of experiential vs. utilitarian product descriptions on haptic imagery, quality perception, and purchase intention in online retailing. *6<sup>th</sup> Brand Camp*, Obergurgl, Austria, March 2024. [Co authors: Elisabeth Wolfsteiner, Sandra Holub].
- 2023.** How to succeed with virtual tours? The antecedents of authentic experience. *EMAC Regional Conference*, Athence, Greece, September 26-29, 2023, [Co-author: Gaukhar, Chekembayeva]
- 2021.** The relevance of sensory menu card descriptions and how they can prompt restaurant visit intentions. *European Higher Education Fair Philippines*, 29 September, [online]
- 2020.** How to prompt favorable expectations in service settings? The role of sensory information *JCR / IJRM author development workshop*. 1 July 2020 [online]
- 2019.** The unhealthy-tasty intuition for online recipes – When healthiness perceptions backfire. *ICORIA*, Krems, Austria, June 2019, [Co-author: Lidija Lalicic].
- 2019.** Traditional TV advertising vs. sponsored TV content in media multitasking situations: The moderating role of sensory mode. *ICORIA*, Krems, Austria, June 2019, [Co-author: Elisabeth Wolfsteiner].
- 2018.** Let me entertain you – Reducing perceived waiting time through digital signage. *47<sup>th</sup> EMAC Conference*, Glasgow, Scotland, May 2018, [Co-author: Udo Wagner].
- 2018.** The influence of digital signage on the waiting experience and store satisfaction. *AMA (American Marketing Association) Winter Marketing Educator's Conference*, Orleans, LA, USA, February 2018. [Co-author: Udo Wagner].
- 2018.** Ceiling and negative effects in brand alliances. *4<sup>th</sup> Brand Camp*, Obergurgl, Austria, April 2018. [Co authors: Arnd Florack and Martin Egger].
- 2015.** Color congruency in product packaging: Some implications for branding. *3<sup>rd</sup> Brand Camp*, Obergurgl, Austria, April 2015.
- 2015.** The effects of (in)congruent package colors on emotions, attitude, product quality perceptions and purchase intention. *45<sup>th</sup> EMAC (European Marketing Association Conference)*, Leuven, Belgium, May 2015. [Co-author: Romana Puchegger].
- 2015.** Der Einfluss von Einkaufsverwirrung auf das Konsumentenverhalten am Point-of-Sale: Experimentelle Untersuchung. *Jahrestagung der Wissenschaftlichen Kommission Marketing VHB*, Vienna, Austria, January 2015.
- 2015.** The formation of service expectations and quality inferences: A cue utilization perspective. *45<sup>th</sup> EMAC (European Marketing Association Conference)*, Leuven, Belgium, May 2015. [Co-author: Elisabeth Steiner and Katarina Bachner].
- 2014.** How online stores confuse shoppers: Conceptual framework and empirical investigation. *44<sup>th</sup> EMAC (European Marketing Association Conference)*, Valencia, Spain, May 2014.
- 2013.** Consumer in-store responses to retail shopper confusion *43<sup>rd</sup> EMAC (European Marketing Association Conference)*, Istanbul, Turkey. [Co-author: Udo Wagner].

- 2013.** Retail shopper confusion: Conceptualization, scale development, nomological validation. 43<sup>rd</sup> EMAC (European Marketing Association Conference), Istanbul, Turkey, May 2013. [Co-author: Udo Wagner].
- 2012.** Should I stay or should I go: Consequences of retail shopper confusion. FAG Workshop [French-Austrian-German Workshop on Consumer Behavior], Innsbruck, Austria, November 2012. [Co-author: Udo Wagner].
- 2012.** Explaining the choice overload effect – Does self-determination theory help? 42<sup>nd</sup> EMAC (European Marketing Association Conference), Lisbon, Portugal. [Co-authors: Christian Garaus and Udo Wagner].

## Books

- Ebster, C., & **Garaus, M.** (2015). *Räume, die zum Kauf verführen*. Wien: Facultas.
- Ebster, C., & **Garaus, M.** (2015). *Store design and visual merchandising: Creating store space that encourages buying*. 2<sup>nd</sup> Edition. New York: Business Expert Press.
- Ebster, C., & **Garaus, M.** (2011). *Store design and visual merchandising: Creating store space that encourages buying*. New York: Business Expert Press.
- Malhotra, N. (eds), Ebster, C., & **Garaus, M.** (2011). *Design de loja e merchandising visual*. São Paulo: Editora Saraiva.

## Editorships

- 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*.

## Book chapters

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