

## Professor Dr. Sabine A. Einwiller

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### FORMAL EDUCATION

Post doctoral degree (Habilitation), *venia legendi* in Communication Management, University of St. Gallen, Switzerland, 2007.

Doctorate in Business Administration, University of St. Gallen, Switzerland, 2003.

Diploma in Psychology, University of Mannheim, 1997.

### POSITIONS - ACADEMIC

April 13 – Oct 13: Visiting scholar, Columbia University, Graduate School of Business.

April 09 – current: Professor of Communication Science with a focus on Corporate Communication and Public Relations, Johannes Gutenberg-University Mainz, Department of Communication, Mainz, Germany; Head of the Master's degree program in Corporate Communication and Public Relations.

Sept 05 – Jan 09: Professor of Corporate Communication, University of Applied Sciences Northwestern Switzerland, School of Business, Olten, Switzerland.

Jan 05 – Aug 05: Visiting scholar, Columbia University, Graduate School of Business.

Feb 04 – Dec 04: Visiting scholar, University of Southern California, Annenberg School for Communication.

2002 – Jan 2004: Researcher and manager of the Center for Corporate Communication, Institute for Media and Communications Management, University of St. Gallen, Switzerland.

2002, 03, 07 – 11: Lecturer, Economic Psychology, University of Basel, Switzerland, Department of Psychology.

2007 – 2008: Adjunct Lecturer, Communication Management, International University in Germany, Bruchsal.

2006 – 2008: Lecturer, Communication Psychology, University of Fribourg, Switzerland.

2002 – 2008: Lecturer, Communication Management, Department of Business Administration, University of St. Gallen, Switzerland.

2001 – 2005 / 2009 – 2011: Lecturer, Corporate Communication Management, University of Applied Sciences (Solothurn) Northwestern Switzerland (executive education).

1999 – 2001: Doctoral Assistant: Institute for Media and Communications Management, University of St. Gallen.

1993 – 1996: Research Assistant, University of Mannheim, Social Psychology.

## **POSITIONS - INDUSTRY**

1996 – 1999: BASF AG, Ludwigshafen, Germany. Department for Public Relations and Market Communication, Communication Research.

1991 – 1996: Part time positions and internships: BASF AG, Ludwigshafen, Germany, PR/Communication Research (1994-1996); H,T,P, Research, Marketing Research, Munich, Germany (1993); Bob Perilla Associates, Public Relations & Publicity, New York (1992); DIAM, Market Research, Mannheim, Germany (1991-1994).

## **MEMBERSHIPS IN ACADEMIC ASSOCIATIONS**

Association for Consumer Research (ACR)

Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPK)

European Communication Research and Education Association (ECREA)

European Public Relations Education and Research Association (EUPRERA)

International Communication Association (ICA)

## **PUBLICATIONS AND MANUSCRIPTS**

### ***Journals (peer reviewed)***

Becker, J., Einwiller, S., & Medjedovic, J. (2014). The effect of incongruence between CEO and corporate brand personality on financial analysts' attitudes and assessment of a company's performance. *International Journal of Strategic Communication*, forthcoming.

Korn, C., & Einwiller, S. (2013). Media coverage about organisations in critical situations – Analysing the impact on employees. *Corporate Communications: An International Journal*, 18(4), 451-468.

Einwiller, S., & Johar, G. (2013). Countering accusations with inoculation: The moderating role of consumer-company identification. *Public Relations Review*, 39(3), 198-206.

Einwiller, S., & Boenigk, M. (2012). Examining the link between integrated communication management and communication effectiveness in medium-sized enterprises. *Journal of Marketing Communications*, 18(5), 335-361.

Römmele, A., & Einwiller, S. (2012). Soziale Medien in der Bundestagswahl 2009 (Social media in the German federal election 2009). *Zeitschrift für Parlamentsfragen*, 43(1), 103-113.

Sommer, K., Einwiller, S., Ingenhoff, D., & Winistörfer, N. (2010). Wirtschaftsberichterstattung im Rundfunk der Schweiz. Eine inhaltsanalytische Untersuchung zu Unterschieden zwischen den Sprachregionen (Business news coverage in Swiss broadcasting. A content analysis on the differences between language regions). *Studies in Communication Sciences*, 10(2), 27-50.

Einwiller, S., Carroll, C. E., & Korn, K. (2010). Under what conditions do the news media influence corporate reputation? The roles of media dependency and need for orientation. *Corporate Reputation Review*, 12(4), 299-315.

- Einwiller, S., & Kamins, M. (2008). Rumor has it: The moderating effect of identification on rumor impact and the effectiveness of rumor refutation. *Journal of Applied Social Psychology, 38*(9), 2248 - 2260.
- Einwiller, S., Fedorikhin, A., Johnson, A., & Kamins, M. (2006). Enough is enough! When identification no longer prevents negative corporate associations. *Journal of the Academy of Marketing Science, 34*(2), 185-194.
- Westhues, M., & Einwiller, S. (2006). Corporate foundations – Their role for corporate social responsibility. *Corporate Reputation Review, 9*(2), 144-153.
- Einwiller, S., Herrmann, A., & Ingenhoff, D. (2005). Vertrauen durch Reputation – Grundmodell und empirische Befunde im E-Business (Trust through reputation – Basic model and empirical findings in e-business). *Marketing Zeitschrift für Forschung und Praxis (Marketing ZFP), 1*, 25-40.
- Bohner, G., Einwiller, S., Erb, H.-P., & Siebler, F. (2003). When small means comfortable: Relations between product attributes in two-sided advertising. *Journal of Consumer Psychology, 13*(4), 454-463.
- Einwiller, S. (2003). When reputation engenders trust: An investigation in business-to-consumer electronic commerce. *Electronic Markets – The International Journal of Electronic Commerce and Business Media, 13*(3), 196-209.
- Einwiller, S., & Will, M. (2002). Towards an integrated approach to corporate branding - Findings from an empirical study. *Corporate Communications: An International Journal, 7*(2), 100-109. (received the Emerald Literati Club 2003 "Highly Recommended Award")
- Erb, H.-P., Bohner, G., Rank, S., & Einwiller, S. (2002). Processing minority and majority communications: The role of conflict with prior attitudes. *Personality and Social Psychology Bulletin, 28*(9), 1172-1182.
- Geissler, U., & Einwiller, S. (2001). A typology of entrepreneurial communicators: Findings from an empirical study in e-business. *The International Journal on Media Management, 3*(3), 154-160.
- Darke, P., Chaiken, S., Bohner, G., Einwiller, S., Erb, H.-P., & Hazlewood, D. (1998). Accuracy motivation, consensus information, and the law of large numbers: Effects on attitude judgement in the absence of argumentation. *Personality and Social Psychology Bulletin, 24*(11), 1205-1215.
- Bohner, G., Rank, S., Reinhard, M.-A., Einwiller, S., & Erb, H.-P. (1998). Motivational determinants of systematic processing: Expectancy moderates effects of desired confidence on processing effort. *European Journal of Social Psychology, 28*(2), 185-206.

### **Monographs**

- Einwiller, S. (2003). *Vertrauen durch Reputation im elektronischen Handel (Trust through reputation in electronic commerce)*. Wiesbaden: Gabler/Deutscher Universitäts-Verlag. ISBN 3-8244-7865-X.

### **Invited Articles and Chapters**

- Himmelreich, S., & Einwiller, S. (forthcoming). Wenn der „Shitstorm“ überschwappt – Eine Analyse digitaler Spillover in der deutschen Print- und Onlineberichterstattung (When the „shitstorm“ spills over – An analysis of digital spillovers in German print- and online coverage. In O. Hoffjann & T. Pleil (Eds.), *Strategische*

- Onlinekommunikation – Theoretische Konzepte und empirische Befunde.*  
Wiesbaden: Springer VS.
- Einwiller, S., & Ruppel, C. (2014). Corporate brand: Experimental research in corporate branding. In Melewar, T. C. & S. F. Syed Alwi (Eds.), *Corporate branding: Areas, arenas and approaches*. Routledge, forthcoming.
- Einwiller, S. (2014). Reputation und Image: Grundlagen, Einflussmöglichkeiten, Management (Reputation and image: Principles, possibilities to influence, management). In A. Zerfaß & M. Piwinger (Eds.), *Handbuch Unternehmenskommunikation*. Wiesbaden: Springer Gabler, forthcoming.
- Carroll, C. E., & Einwiller, S. A. (2014). Disclosure alignment and transparency signaling in CSR reports. In R. P. Hart (Ed.), *Communication and language analysis in the corporate world* (pp. 249-270). Hershey, PA: IGI-Global.
- Einwiller, S., & Schnauber, A. (2013). Wie deutsche und US-amerikanische Großunternehmen über ihre unternehmerische Verantwortung berichten - Gemeinsamkeiten und Unterschiede (How German and US corporations report on their corporate responsibility - similarities and differences). In D. Ingenhoff (Ed.), *Internationale PR-Forschung* (pp. 53-85). Konstanz: UVK.
- Einwiller, S. (2013). Corporate attributes and associations. In C. E. Carroll (Ed.), *Handbook of communication and corporate reputation* (pp. 293-305). Malden, MA: Wiley-Blackwell.
- Maier, M., Einwiller, S., & Theilmann, K. (2012). Interne Kommunikation aus der kommunikationswissenschaftlichen Perspektive (Internal communication from the perspective of communication sciences). In M. Maier, A. Retzbach, & F. Schneider (Eds.), *Psychologie der internen Organisationskommunikation* (pp. 117-133). Göttingen: Hogrefe.
- Einwiller, S., & Landmeier, C. (2012). Interne Kommunikation: Digitale Strategien für Mitarbeiter und Führungskräfte (Internal communication: Digital strategies for employees and managers). In A. Zerfaß & T. Pleil (Eds.), *Handbuch Online-PR. Strategische Kommunikation im Internet und Social Web* (pp. 201-216). Konstanz: UVK.
- Einwiller, S., & Kuhn, M. (2011). Integrated reputation analysis at Daimler. In S. Helm, K. Liehr-Gobbers, & C. Storck (Eds.), *Reputation management* (pp. 189-200). Berlin and Heidelberg: Springer.
- Einwiller, S., Bentele, G., & Landmeier, C. (2011). Corporate reputation and the news media in Germany. In C. Carroll (Ed.), *Corporate reputation and the news media. Agenda-setting within business news coverage in developed, emerging, and frontier market* (pp. 76-95). New York and London: Routledge.
- Johar, G., Birk, M., & Einwiller, S. (2010). How to save your brand in the face of crisis. *MIT Sloan Management Review*, 51(4), 57-64.
- Johar, G., Birk, M., & Einwiller, S. (2008). Brand recovery communication in the face of crisis. *HERMES*, Columbia Business School, Winter 2008, 16-21.
- Einwiller, S., & Ingenhoff, D. (2008). Corporate branding and issues management - Integrating two concepts to enhance corporate reputation. In M. Meckel & B. Schmid (Eds.), *Kommunikationsmanagement im Wandel* (pp. 249-269). Wiesbaden: Gabler.

- Einwiller, S., Klöfer, F., & Nies, U. (2008). Mitarbeiterkommunikation (Employee communication). In M. Meckel & B. Schmid (Eds.), *Unternehmenskommunikation. Kommunikationsmanagement aus Sicht der Unternehmensführung* (pp. 221-260) (2nd Edn.). Wiesbaden: Gabler.
- Einwiller, S. (2007). Corporate Branding. Das Management der Unternehmensmarke (Corporate branding. Management of the corporate brand). In A. Florack, M. Scarabis, & E. Primosch (Eds.), *Psychologie der Markenführung* (pp. 113-135). München: Vahlen.
- Einwiller, S. (2003). The significance of reputation and brand in creating trust between an online vendor and its customers. In O. Petrovic, M. Fallenböck, & Ch. Kittl (Eds.), *Trust in the network economy* (pp. 113-127). Berlin: Springer.
- Tomczak, T., Kernstock, J., Will, M., Brockdorff, B., & Einwiller, S. (2001). Corporate Branding – Die zukunftsweisende Funktion zwischen Marketing, Unternehmenskommunikation und strategischem Management (Corporate branding – the pioneering function between marketing, corporate communication and strategic management). *Thexis*, 4, 2-4.

### **Conferences (papers)**

- Ruppel, C., & Einwiller, S. (2013). *Beware of attacks on consumer-company identification*. Paper presented at the 2<sup>nd</sup> International CSR Communication Conference, September 18-20, Aarhus, Denmark.
- Carroll, C. E., & Einwiller, S. (2013). *Disclosure alignment and transparency signaling in CSR reports*. Paper presented at the 2<sup>nd</sup> International CSR Communication Conference, September 18-20, Aarhus, Denmark.
- Einwiller, S., & Schnauber, A. (2013). *The influence of international reporting standards on CSR reporting*. Paper presented at the 63<sup>rd</sup> Annual Conference of the International Communication Association (ICA), June 17-21, London, Great Britain.
- Schultz, C., & Einwiller, S. (2013). *The role of reputation to engender support for nonprofit organizations*. Paper presented at the 63<sup>rd</sup> Annual Conference of the International Communication Association (ICA), June 17-21, London, Great Britain.
- Landmeier, C., & Einwiller, S. (2011). *Media coverage about organizations in critical situations – Analyzing the impact on employees*. Paper presented at the 2<sup>nd</sup> International Conference on Crisis Communication at the Beginning of the 21<sup>st</sup> Century, October 6-8, Aarhus, Denmark.
- Römmele, A., & Einwiller, S. (2010). *Citizen leaders and party laggards: Social media in the 2009 German Federal Election*. Paper presented at the Annual Meeting of the American Political Science Association, September 1-5, Washington, DC.
- Einwiller, S., & Römmele, A. (2010). *The role of the company leader in communicating and accepting responsibility during a crisis*. Paper presented at the EUPRERA Congress 2010, September 23-24, Jyväskylä, Finland.
- Einwiller, S., Liehr-Gobbers, K., Renner, M., & Wänke, M. (2008). *The role of reputation to engender trust in the pharmaceutical industry*. Paper presented at the 37<sup>th</sup> Conference of the European Marketing Academy (EMAC), May 27-30, Brighton, Great Britain.
- Einwiller, S., & Kamins, M. A. (2007). *The impact of identification on the effectiveness of refutation as a counter-rumor strategy*. Paper presented at the Annual Conference of the Academy of Marketing Science (AMS), May 23-26, Coral Gables, FL.

- Einwiller, S., & Johar, G. (2007). *Preventing damage from accusations – The case of Walmart*. Paper presented at the 36<sup>th</sup> Conference of the European Marketing Academy (EMAC), May 22-25, Reykjavik, Iceland.
- Westhues, M., & Einwiller, S. (2004). *Corporate foundations and corporate reputation – How corporate foundations can contribute to corporate social responsibility communication*. Paper presented at the 8<sup>th</sup> International Research Conference on Corporate Reputation, Identity, and Competitiveness, May 20-23, 2004, Fort Lauderdale, FL.
- Einwiller, S., Ingenhoff, D., & Schmid, B. (2003). A model of trust and reputation in electronic commerce. *Paper presented at the 32<sup>nd</sup> European Marketing Association Conference (EMAC)*, May 20-23, Glasgow.
- Prykop, C., Einwiller, S., & Ingenhoff, D. (2003). *Applying issues management to meet the challenges of corporate brand management – An empirical investigation in Europe*. Paper presented at the Annual Conference of the Academy of Marketing Science, May 28-31, Wyndham Washington, DC.
- Einwiller, S. (2001): *The significance of reputation and brand for creating trust in the different stages of a relationship between an online vendor and its customers*. Paper presented at the 8<sup>th</sup> Research Symposium on Emerging Electronic Markets (RSEEM2001), September 16-18, Maastricht, NL.
- Einwiller, S. (2001). *Trust in mobile electronic commerce – Special aspects and possible actions*. Paper presented at the 4<sup>th</sup> International Conference on Telekommunikations and Information Markets (COTIM 2001), July 18-20, Karlsruhe, Germany.
- Einwiller, S. & Will, M. (2001). *The role of reputation to engender trust in electronic markets*. Paper presented at the 5<sup>th</sup> International Conference on Corporate Reputation, Identity, and Competitiveness, May 17-19, Paris, France.
- Einwiller, S., Geissler, U., & Will, M. (2000). Engendering trust in Internet businesses using elements of corporate branding. In H. Michael Chung (Ed.), *Proceedings of the 2000 Americas Conference on Information Systems (AMCIS 2000)* (pp. 733-739). August 10-13, 2000, Long Beach, CA.
- Geissler, U., & Einwiller, S. (2000). Branding cyberpreneurs - Challenges for communications management in the 21st Century. In T.J. Boyle, B. Hinrichs, & K. Klenke (Eds.), *Proceedings of the 18th AoM / IAoM Annual Conference* (pp. 39-46). Chesapeake, Virginia: Maximilian Press.
- Porak, V., Geissler, U., & Einwiller, S. (2000). Corporate media - An approach for corporate community management. In H. R. Hansen, M. Bichler, H. Mahrer (Eds.), *Proceedings of the 8th European Conference of Information Systems (ECIS 2000)* (pp. 771-778).

### **Conferences (abstracts, posters)**

- Steilen, S., & Einwiller, S. (2013). *Beschwerdemanagement im Social Web. Ein Vergleich US-amerikanischer und deutscher Großunternehmen (Complaint management in social media. A comparative analysis of US and German corporations)*. Paper presented at the 20<sup>th</sup> Annual Conference of the Fachgruppe PR/Organisationskommunikation der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPUK), October 31-November 2, Wolfsburg, Germany.

- Lis, B., & Einwiller, S. (2013). *When bad CSR happens to 'good' companies. The moderating role of identification*. Poster session presented at the Association of Consumer Research North American Conference, October 3-6, Chicago, IL.
- Roessing, T., & Einwiller, S. (2013). *Wikipedia's portrayals of large corporations - An analysis of corporate reputation dimensions in the English and German version of Wikipedia*. Paper presented at the 17<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, June 5-7, Barcelona, Spain.
- Einwiller, S., & Steilen, S. (2013). *How companies handle complaints in social media*. Paper presented at the 12<sup>th</sup> CCI Conference on Corporate Communication, June 4-7, New York, NY.
- Crecelius, I., Einwiller, S., & Himmelreich, S. (2012). *Complaint management in social media. How companies deal with critical comments on Facebook*. Paper presented at the 4<sup>th</sup> European Communication Conference, October 24-27, Istanbul, Turkey.
- Einwiller, S., & Schnauber, A. (2012). *Comparing corporate responsibility reporting in the US and Germany – Is it converging?* Paper presented at the 16<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 30-June 1, Milan, Italy.
- Einwiller, S., & Vogt, D. (2011). *Berichterstattung über Nachhaltigkeit – Ein internationaler Vergleich zwischen deutschen und US-amerikanischen Unternehmen (Reporting on sustainability – A comparison of German and US corporations)*. Paper presented at the 18<sup>th</sup> Annual Conference of the Fachgruppe PR/Organisationskommunikation der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK), November 3-5, Fribourg, Switzerland.
- Ruppel, C., & Einwiller, S. (2012). Trust in financial investments: Who or what really counts. *Advances in Consumer Research*, Vol. 39, p. 899.
- Einwiller, S., & Ruppel, C. (2011). *Trust in financial investments*. Paper presented at the 16<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC), April 27-29, Athens, Greece.
- Schultz, C., Einwiller, S., & Ciucci, R. (2011). *Defining and measuring reputation in the non-profit sector*. Paper presented at the 15<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 18-21, New Orleans, LA.
- Einwiller, S., & Reichmann, A. (2011). *To be social or ecological? Taking a differentiated look at the effects of corporate social responsibility*. Paper presented at the 1<sup>st</sup> International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Mapping and Expanding the Scope of Corporate Marketing, February 15-16, Zurich, Switzerland.
- Einwiller, S., & Römmele, A. (2009). *The CEO of hearts - Investigating the effects of CEO communication during a crisis*. Paper presented 13<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, May 28-30, Amsterdam, The Netherlands.
- Einwiller, S., & Johar, G. (2008). *Consumer resistance in case of negative publicity - Analyzing the effects of inoculation*. Paper presented at the 1<sup>st</sup> International Conference on Consumption and Consumer Resistance, November 28, Paris, France.

- Einwiller, S., Ingenhoff, D., Winistöfer, N., & Sommer, K. (2008). *Business news coverage in Switzerland – Comparing the news programs in public and private TV and radio*. Paper presented at the 2<sup>nd</sup> European Communication Conference of the European Communication Research and Education Association (ECREA), November 25-28, Barcelona, Spain.
- Einwiller, S. (2008). *Business news and corporate reputation – The role of media dependency*. Paper presented at the 12<sup>th</sup> International Conference on Reputation, Brand, Identity & Competitiveness, May 29-June 1, Beijing, China.
- Einwiller, S., & Boenigk, M. (2008). *How medium-sized enterprises manage their communication. Findings from Switzerland*. Paper presented at the 13<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC), April 24-26, Olimia, Slovenia. (awarded as best working paper).
- Einwiller, S., Ingenhoff, D., Sommer, K., & Wiegand, G. (2008). *Wirtschaftsberichterstattung in den Schweizer TV- und Radio-Nachrichten – Eine vergleichende Analyse (Business news coverage in Swiss TV and radio news – A comparative analysis)*. Paper presented at the 53<sup>rd</sup> Annual Conference of the Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft (DGPK), April 30-May 3, Lugano, Schweiz.
- Einwiller, S., & Winistöfer, N. (2007). *Communication management in small and medium-sized enterprises*. Paper presented at the 11<sup>th</sup> International Conference on Reputation, Brand, Identity & Competitiveness, May 31-June 3, Oslo, Norway.
- Liehr-Gobbers, K., Storck, C., Einwiller, S., & Renner, M. (2007). *Measuring the interrelationship between reputation, trust and behavioral intentions in the pharmaceutical industry – A multi-stakeholder approach*. Paper presented at the 11<sup>th</sup> International Conference on Reputation, Brand, Identity & Competitiveness, May 31-June 3, Oslo, Norway.
- Boenigk, M., & Einwiller, S. (2007). *Kommunikation in kleinen und mittleren Schweizer Unternehmungen: Leistungsfähigkeit und Entwicklungspotentiale (Communication in small and medium sized Swiss companies: Performance and development potential)*. Paper presented at the Annual Conference of the Schweizerische Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM), March 30-31, St. Gallen, Switzerland.
- Einwiller S., Wänke, M., Herrmann, A., & Samuchowiec, J. (2006). *Attributional processes in the case of product failures – The role of the corporate brand as buffer*. *Advances in Consumer Research*, Vol. 33, p. 270-271.
- Einwiller S., Rossberg N., Ingenhoff D., & Prykop C. (2004). *Der Wirkungszusammenhang zwischen Unternehmenswerten und Erfolg (The relationship between corporate values and success)*. Poster session presented at the 44<sup>th</sup> Kongress der Deutschen Gesellschaft für Psychologie (DGPS), Sept. 26-30, Göttingen, Germany.
- Rossberg N., Einwiller S., Prykop C., & Ingenhoff D. (2004). *Entwicklung und Validierung eines Instruments zur Messung von Unternehmenswerten (Development and validation of a measurement instrument for corporate values)*. Paper presented at the 44<sup>th</sup> Kongress der Deutschen Gesellschaft für Psychologie (DGPS), Sept. 26-30, Göttingen, Germany.



- Einwiller, S., & Korn, K. (2004). *Integrating media and stakeholder audits on corporate reputation*. Paper presented at the 54<sup>th</sup> Annual Conference of the International Communication Association (ICA), May 27-31, New Orleans, LA.
- Einwiller, S., Prykop, C., & Ingenhoff, D. (2003). Issues management and corporate branding: Combining two concepts to enhance corporate reputation. *Paper presented at the 8<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC)*, April 29-30, London. (awarded as best working paper)
- Ingenhoff, D., & Einwiller, S. (2002). Meeting the challenges for integrated corporate communications: The role of internal knowledge. *Paper presented at the 6<sup>th</sup> International Conference on Corporate Reputation, Identity, and Competitiveness*, May 23-25, 2002, Boston, MA.
- Ingenhoff, D., & Einwiller, S. (2002). *The role of knowledge management for integrated corporate communications*. Paper presented at the 7<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC), April 29-30, 2002, Antwerp, Belgium.
- Einwiller, S., & Will, M (2001). *Corporate branding – Why an integrated approach is inevitable*. Paper presented at the 6<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC), April 23-24, 2001, Belfast, UK.
- Einwiller, S., Erb, H.-P., & Bohner, G. (1997). *Schlussfolgerungsprozesse und die Wirkung zweiseitiger Persuasion (Inference processes and the effects of two-sided persuasion)*. Paper presented at the 6<sup>th</sup> Conference of the Fachgruppe Sozialpsychologie der Deutschen Gesellschaft für Psychologie (DGPS), June 20-22, Konstanz, Germany.
- Einwiller, S., Bohner, G., & Erb, H.-P. (1995). Stimmung und heuristische Verarbeitung: Gutgelaunte ignorieren das Gesetz der grossen Zahl (Mood and heuristic processing: People in good mood ignore the law of large numbers). In O. Güntürkün, R. Guski, C. Walter & A. Wohlschläger (Eds.), *Experimentelle Psychologie - Beiträge zur 37. Tagung experimentell arbeitender Psychologen (TeaP)* (p. 71). Regensburg: S. Roderer.
- Wänke, M., & Einwiller, S. (1995). *Presented item order in ranking tasks: What does it tell respondents?* Paper presented at the 50<sup>th</sup> American Association of Public Opinion Research (AAPOR) Conference, May 18-21, Fort Lauderdale, FL.

### **Book Reviews**

- Einwiller, S. (2011). *Beratung. Qualitative Analyse der Zusammenarbeit zwischen PR-Agenturen und Kunden*, by R. Fuhrberg. *Publizistik*, 56, 233-234.
- Einwiller, S., & Römmele, A. (2010). *Personalisierung der Organisationskommunikation: Theoretische Zugänge, Empirie und Praxis*, by M. Eisenegger & S. Wehmeier (Eds.). *Publizistik*, 55, 200-201.
- Einwiller, S. (2001). *Branding@the Digital Age*, by H. M. Meyers & R. Gerstmann. *The International Journal on Media Management*, 3(4), 237-238.

### **Working Reports and Papers**

- Einwiller, S., Lehmann, D., Winistörfer, N., Ingenhoff, D., & Sommer, K. (2008). *Wirtschaftsberichterstattung in den Fernseh- und Radionachrichten – Erfüllen die Nachrichtensendungen den Service Public? (Business news coverage in TV and*

- radio news – Do news programs fulfil the public service?*). Projekt-Abschlussbericht für das Bundesamt für Kommunikation (BAKOM).
- Einwiller, S., Winistörfer, N., & Boenigk, M. (2008). *Modell des integrierten Kommunikationsmanagement (A model of integrated communication management)*. Working paper 5-2008, Fachhochschule Nordwestschweiz.
- Ingenhoff, D., Prykop, C., & Einwiller, S. (2003). *Strategisches Issues Management: Interne Kommunikation und Koordination (Strategic issues management. Internal communication and coordination)*. Final Research Report, Center for Corporate Communication, MCM Institute Universität St. Gallen.
- Einwiller, S., & Will, M. (2001). *Corporate Branding Study – Theoretical Concepts and Empirical Findings*. Working Report 2001-01, Institute for Media and Communications Management, University of St. Gallen.
- Einwiller, S., Wolters, A.-L., & Will, M. (2000). *Investor Relations im Börseneinführungsprozess an der New York Stock Exchange. Kommunikative Massnahmen ausländischer Emittenten in den Phasen des Listing. (Investor relations during an IPO at the New York Stock Exchange)*. Working Report 2000-06, Institute for Media and Communications Management, University of St. Gallen.
- Einwiller, S. (2000). *Methoden zur Bestimmung des Markenwerts (Approaches to determine brand value)*. Working Paper 2000-15, Institute for Media and Communications Management, University of St. Gallen.