

LIST OF PUBLICATIONS

Wolfgang J. Weitzl, Ph.D.

Peer-reviewed publications (ranked in VHB or SSCI)

- 2019 Hutzinger, C., & **Weitzl, W.** (2019). Co-creation of online service recoveries and its effects on complaint bystanders. *Journal of Business Research* (online first).
- Weitzl, W.**, & Hutzinger, C. (2019). Rise and fall of complainants' desires: The role of pre-failure relationship status and online service recovery success. *Computers in Human Behavior*, 97, 116-129.
- Weitzl, W.** & Einwiller, S. (2019). Profiling (un-)committed online complainants: Their characteristics and post-webcare reactions. *Journal of Business Research* (online first).
- Weitzl, W.** (2019). Webcare's effect on constructive and vindictive complainants. *Journal of Product & Brand Management*, 28(3), 330-347.
- 2018 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2018). An empirical study on how webcare mitigates complainants' failure attributions and negative word-of-mouth. *Computers in Human Behavior*, 89, 316-327.
- 2017 **Weitzl, W.**, & Hutzinger, C. (2017). The effects of marketer- and advocate-initiated online service recovery responses on silent bystanders. *Journal of Business Research*, 80, 164-175.
- 2016 **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 in Consumer Research*, 44, 353-358.
- 2014 Vetschera, R., **Weitzl, W.**, & Wolfsteiner, E. (2014). Implausible alternatives in eliciting multi-attribute value functions. *European Journal of Operational Research*, 234(1), 221-230.
- Wagner, U., Ebster, C., Eske, U., & **Weitzl, W.** (2014). The influence of shopping carts on customer behavior in grocery store. *Marketing ZFP – Journal of Research and Management*, 36(3), 165-175.

Other peer-reviewed publications

- 2020 **Weitzl, W.**, Seiffert-Brockmann, J., & Einwiller, S. (2020). Investigating the effects of sponsorship and forewarning disclosures on recipients' reactance. *Communications* (accepted).
- 2019 Schultz, C., Einwiller, S., Seiffert-Brockmann, J., & **Weitzl, W.** (2019). When reputation influences trust in nonprofit organizations. The role of value attachment as moderator. *Corporate Reputation Review*. 22(4), 159-170.
- 2018 Seiffert-Brockmann, J., **Weitzl, W.**, & Henriks, M. (2018). Stakeholder engagement through gamification: Effects of user motivation on psychological and behavioral stakeholder reactions. *Journal of Communication Management*, 22(1), 67-78.
- 2017 Zniva, R., & **Weitzl, W.** (2017). It is not how old you are but how you are old: A review on aging and consumer behavior. *Management Review Quarterly*, 66, 267-297.
- 2010 **Weitzl, W.**, & Zniva, R. (2010). The in-store antecedents and consequences of perceived shopping value for regularly purchased products. *European Retail Research*, 24(1), 121-148.

Peer-reviewed conference papers (ranked in VHB or SSCI)

- 2020 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2020). Customer dissatisfaction: Not always a necessity or curse for online complaining. *Proceedings of the 2020 EMAC Annual Conference*. Buda-

- pest, Hungary: European Marketing Academy.
- 2019 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2019). The dark side of customer-brand relationships: Revenge following customer satisfaction. *Proceedings of the 2019 EMAC Annual Conference*. Hamburg, Germany: European Marketing Academy.
- Weitzl, W.**, Hutzinger, C., Einwiller, S., & Grohs, R. (2019). The evolution of online complainants' desires. (Awarded for a best paper award). *Proceedings of the 2019 AMA Winter Marketing Educators' Conference*. Austin, TX: American Marketing Association.
- 2018 **Weitzl, W.**, & Hutzinger, C. (2018). Service recovery via social media: Normative social influences on complaint bystanders' brand image evaluations. *Proceedings of the 2018 EMAC Annual Conference*. Glasgow, UK: European Marketing Academy.
- 2017 **Weitzl, W.**, & Einwiller, S. (2017). When online service recovery actions backfire. *Proceedings of the 2017 AMA Winter Marketing Educators' Conference*. Orlando, FL: American Marketing Association.
- 2016 **Weitzl, W.**, Hutzinger, C., & Wolfsteiner, E. (2016). The influence of corporate webcare and brand advocates on online complaint observers. *Proceedings of the 7th EMAC Regional Conference*. Sarajevo, Bosnia-Herzegovina: European Marketing Academy.
- Weitzl, W.**, Zniva, R., & Beldad, A. (2016). It is all a matter of trust: The importance and role of consumer trust in eWOM. *Proceedings of the 2016 AMA Winter Marketing Educators' Conference*. Las Vegas, NV: American Marketing Association, C105.
- Weitzl, W.**, Beldad, A., Einwiller, S., & Zniva, R. (2016). The impact of social media fan pages on consumer-based brand equity. *Proceedings of the 2016 AMA Winter Marketing Educators' Conference*. Las Vegas, NV: American Marketing Association, A35.
- 2015 **Weitzl, W.**, Zniva, R., & Wagner, U. (2015). The influence of marketers' and consumers' voices in the era of social media. *Proceedings of the 2015 EMAC Annual Conference*. Leuven, Belgium: European Marketing Academy.
- Weitzl, W.**, & Zniva, R. (2015). Towards a better understanding and measurement of real consumers trust in electronic word-of-mouth. *Proceedings of the 6th EMAC Regional Conference*. Vienna, Austria: European Marketing Academy.

Other peer-reviewed conference papers

- 2020 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2020). Customer dissatisfaction as an antecedent of online complainants' desires: An ambivalent story. *Proceedings of the 25th International Conference on Corporate and Marketing Communications (CMC2020)*. Granada, Spain: Universidad de Granada.
- Zniva, R., **Weitzl, W.**, Müller, J., & Schneider, A., (2020). Types of electronic word-of-mouth and their impact on consumer attitudes. *Proceedings of the Digital Marketing and Electronic Commerce Conference (DMeC2020)*. Barcelona, Spain: Springer.
- 2019 Einwiller, S., **Weitzl, W.**, Stürmer, L., & Laufer, D. (2019). Consumers' perceptions and reactions to content marketing. *Proceedings of the 2018 ANZMAC Main Conference*. Wellington, NZ: Australian and New Zealand Marketing Academy, 744.
- Weitzl, W.**, Einwiller, S., & Hutzinger, C. (2019). How can firms stop negative word-of-mouth? A typology of online complainants. *Proceedings of the 2019 AMS World Marketing Congress*. Academy of Marketing Science (Ed.), Edinburgh, UK: Springer.
- 2018 **Weitzl, W.**, & Einwiller, S. (2018). Intervening failure attribution perceptions and NWOM with online service recovery actions. *Proceedings of the 2018 AMS World Marketing Congress*. Academy of Marketing Science (Ed.), Porto, Portugal: Springer.
- Weitzl, W.**, & Hutzinger, C. (2018). Susceptibility to social influence: Its effects on online service recovery bystanders. *Proceedings of the 2018 Global Marketing Conference*. Toyko, Japan: Global Alliance of Marketing & Management Associations, 119-120.

- Weitzl, W.**, Hutzinger, C., Güntürkün, B.P., & Einwiller, S. (2018). When consumer love strikes back: The effects of online complaint handling and relationship-strength on customer revenge. (Awarded for best paper finalist). *Proceedings of the 10th SERVSIG Conference*. Paris, France: American Marketing Association, 511-515.
- Weitzl, W.**, Einwiller, S., & Seiffert-Brockmann, J. (2018). When can sponsorship disclosures lead consumers to resist covert persuasion online? *Proceedings of the 2018 ICA Annual Conference*. Prague, Czech Republic: International Communication Association.
- Weitzl, W.**, & Hutzinger, C. (2018). The aftermath of bad brand experiences: How webcare affects (un-)committed complainants' coping strategies. *Proceedings of the 4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR)*. Melewar, T.C., et al (Eds.). Calabria, Italy: Universita della Calabria.
- 2017 **Weitzl, W.**, & Einwiller, S. (2017). The role and determinants of consumer webcare receptiveness and its impact on service recovery outcomes. *Proceedings of the 2017 AMS World Marketing Congress*, Academy of Marketing Science (Ed.). Christchurch, NZ: Springer.
- Weitzl, W.**, & Einwiller, S. (2017). Investigating online complainants' reactions to (un-)desired webcare responses. *Proceedings of the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Current and Future Trends, Developments and Challenges*. Melewar, T.C., Foroudi, P., Jin, Z., Papasolomo, I., Melanthiou, Y. (Eds.). London, UK: Middlesex University, 99-100.
- 2016 **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 2016 Global Marketing Conference*. Hong Kong, China: Global Alliance of Marketing & Management Associations.
- Weitzl, W.**, Wolfsteiner, E., & Hutzinger, C. (2016). "We're sorry!" Effects of online complaint handling on observers' attitudes. *Proceedings of the 2016 Global Marketing Conference*. Hong Kong, China: Global Alliance of Marketing & Management Associations.
- Weitzl, W.**, Beldad, A., Einwiller, S., & Zniva, R. (2016). Creating brand performance with social media. *Proceedings of the 2016 AMS 19th World Marketing Congress*. Paris, France: Academy of Marketing Science.
- Weitzl, W.**, Zniva, R., Einwiller, S., & Beldad, A. (2016). Success factors of brand communication on Facebook. *Proceedings of the 2016 Annual Conference of the Academy of Marketing Science*. Orlando, FL: Academy of Marketing Science.
- 2015 **Weitzl, W.**, & Zniva, R. (2015). Measuring trust in electronic word-of-mouth: A rigid research framework. *Proceedings of the 2015 Annual Conference of the Academy of Marketing Science*. Denver, CO: Academy of Marketing Science.
- Einwiller, S., & **Weitzl, W.** (2015). Online complaining: Motives, personality and evaluations of corporate responses. *Proceedings of the CCI 2015 Conference on Corporate Communication*. New York, NY: Corporate Communication International.
- Zniva, R., Weber, D., **Weitzl, W.**, & Salzberger, T. (2015). Reviewing the influence of aging in consumer behaviour: Can we learn from demography? *Proceedings of the 2015 ANZMAC Main Conference*. Sydney, AUS: Australian and New Zealand Marketing Academy, 814.
- Weitzl, W.**, Zniva, R., & Beldad, A. (2015). Trust in electronic word-of-mouth as the key moderator of eWOM influence. *Proceedings of the 2015 ANZMAC Main Conference*. Sydney, AUS: Australian and New Zealand Marketing Academy, 808.
- 2012 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)*. Vilnius, Lithuania: Association of European Operational Research Societies.

Conference presentations

- 2020 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2020). Customer dissatisfaction: Not always a necessity or curse for online complaining. *Proceedings of the 2020 EMAC Annual Conference*. Budapest, Hungary, 24.05.-26.05.
- Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2020). Customer dissatisfaction as an antecedent of online complainants' desires: An ambivalent story. *Proceedings of the 25th International Conference on Corporate and Marketing Communications (CMC2020)*. Granada, Spain, 22.04.-24.04.
- Zniva, R., **Weitzl, W.**, Müller, J., & Schneider, A., (2020). Types of electronic word-of-mouth and their impact on consumer attitudes. *Proceedings of the Digital Marketing and Electronic Commerce Conference (DMeC2020)*. Barcelona, Spain, 25.06.-26.06.
- 2019 **Weitzl, W.**, Hutzinger C., Einwiller, S., & Grohs, R. (2019). The evolution of online complainants' desires. *2019 AMA Winter Marketing Educators' Conference*, Austin, TX, 22.02.-24.02.
- Einwiller, S., **Weitzl, W.**, Stürmer, L., & Laufer, D. (2019). Consumers' perceptions and reactions to content marketing. *2018 ANZMAC Main Conference*. Wellington, NZ, 02-12.-04.12.
- Weitzl, W.**, Einwiller, S., & Hutzinger, C. (2019). How can firms stop negative word-of-mouth? A typology of online complainants. *2019 AMS World Marketing Congress (AMSWMC22)*, Edinburgh, UK, 09.07.-12.07.
- Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2019). The dark side of customer-brand relationships: Revenge following customer satisfaction. *2019 EMAC Annual Conference*. Hamburg, Germany, 28.05.-31.05.
- Einwiller, S., **Weitzl, W.**, & Stürmer, L. (2019). Perceptions of content marketing: An exploratory study. *Conference of the German Communication Association (DGPK) Advertising Communication Division and Media Education Division*, Vienna, Austria, 27.11.-28.11.
- 2018 **Weitzl, W.**, Hutzinger, C., & Einwiller, S. (2018). How (un-)committed customers cope with (non-)economic service failures and online recovery attempts. *Symposium for Language in Webcare - Interdisciplinary Perspectives*, Ghent, Belgium, 22.11.-23.11.
- Weitzl, W.**, & Einwiller, S. (2018). Intervening failure attribution perceptions and NWOM with online service recovery actions. *2018 Academy of Marketing Science World Marketing Congress (AMSWMC21)*, Porto, Portugal, 27.06.-29.06.
- Weitzl, W.**, & Hutzinger, C. (2018). Service recovery via social media: Normative social influences on complaint bystanders' brand image evaluations. *2018 EMAC Annual Conference*, Glasgow, UK, 29.05.-01.06.
- Weitzl, W.**, Einwiller, S., & Seiffert-Brockmann, J. (2018). When can sponsorship disclosures lead consumers to resist covert persuasion online? *2018 ICA Annual Conference*, Prague, Czech Republic, 24.05.-28.05.
- Weitzl, W.**, Hutzinger, C., Güntürkün, B. P., & Einwiller, S. (2018). When consumer love strikes back: The effects of online complaint handling and relationship-strength on customer revenge. *AMA SERVSIG 2018*, Paris, France, 14.06.-16.06.
- Weitzl, W.**, & Hutzinger, C. (2018). The aftermath of bad brand experiences: How webcare affects (un-)committed complainants' coping strategies. *4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR2018)*. Calabria, Italy: 03.09.04.09.
- 2017 **Weitzl, W.**, & Einwiller, S. (2017). A cross-country analysis of consumer online badmouthing. *2017 ICA Annual Conference*, San Diego, CA, 25.05.-29.05.
- Seiffert-Brockmann, J., & **Weitzl, W.** (2017). CSR and trust: A longitudinal analysis of CSR communication in the German press. *BledCom*, Bled, Slovenia, 30.06.-01.07
- Einwiller, S., **Weitzl, W.**, & Seiffert-Brockmann, J. (2017). Die Wirkung von Disclaimern und Persuasion Knowledge auf die Rezeption von Native Advertising. *Jahrestagung der DGPK*, Vienna, Austria, 23.11.-25.11.
- Weitzl, W.**, & Einwiller, S. (2017). Investigating the outcomes of (un-)desired online service recovery actions. *3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR2017)*, London, GB, 07.09.-08.09.

- Weitzl, W., & Einwiller, S.** (2017). Reconsidering the boomerang effect: When good eWOM truly hurts and bad eWOM really sells. *International Conference on Corporate and Marketing Communications (CMC2017)*, Saragossa, Spain, 04.05.-05.05.
- Weitzl, W., & Einwiller, S.** (2017). The role and determinants of consumer webcare receptiveness and its impact on service recovery outcomes. *2017 AMS World Marketing Congress*, Christchurch, NZ, 27.06.-01.07.
- Weitzl, W., & Einwiller, S.** (2017). *When online service recovery actions backfire*. 2017 AMA Winter Marketing Educators' Conference, Orlando, FL, 17.02.-19.02.
- 2016 **Weitzl, W., Einwiller, S., Beldad, A., & Zniva, R.** (2016). Creating consumer-based brand equity with brand communication on Facebook. *2016 AMA Winter Marketing Educators' Conference*, Las Vegas, NV, 26.02.-28.02.
- Einwiller, S., & **Weitzl, W.** (2016). Effectiveness of responding to online complaints. *21st International Conference on Corporate and Marketing Communications*, London, GB, 07.04.-08.04.
- Weitzl, W., Zniva, R., & Beldad, A.** (2016). It is all a matter of trust: The importance and role of consumer trust in eWOM. *2016 AMA Winter Marketing Educators' Conference*, Las Vegas, NV, 26.02.-28.02.
- Seiffert-Brockmann, J., **Weitzl, W., & Felzmann, L.** (2016). Stakeholder engagement through gamification: Effects of user motivation on psychological and behavioral stakeholder reactions. *EUPRERA 18th Annual Congress*, Amsterdam/Groningen, The Netherlands, 29.09.-01.10.
- 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. *2016 Association for Consumer Research Conference*, Berlin, Germany, 27.10.-30.10.
- 2015 **Weitzl, W., Zniva, R., & Wagner, U.** (2015). The influence of marketers' and consumers' voices in the era of social media. *2015 EMAC Annual Conference*, Leuven, Belgium, 26.05.-28.05.
- Weitzl, W., & Zniva, R.** (2015). Measuring trust in electronic word-of-mouth: A rigid research framework. *2015 Annual Conference of the Academy of Marketing Science*, Denver, CO, 12.05.-14.05.
- Einwiller, S., & **Weitzl, W.** (2015). Social media as platforms for complaining. *CCI Conference on Corporate Communication 2015*, New York, NY, 02.06-05.06.
- Zniva, R., Weber, D., **Weitzl, W., & Salzberger, T.** (2015). Reviewing the influence of aging in consumer behaviour: Can we learn from demography? *2015 ANZMAC Main Conference*, Sydney, Australia, 30.11.-02.12.
- Weitzl, W., Zniva, R., & Beldrad, A.** (2015). Trust in electronic word-of-mouth as the key moderator of eWOM influence. *2015 ANZMAC Main Conference*, Sydney, Australia, 30.11.-02.12.
- 2014 **Weitzl, W., Zniva, R., & Wagner, U.** (2014). Das Vertrauen von Konsumenten in Online Kundenrezensionen: Die Entwicklung der eWT-Skala und deren Anwendung. *Tagung Handelsforschung 2014*, Trier, Germany, 16.10.-18.10.

Conference posters

- 2016 **Weitzl, W., Einwiller, S., Beldad, A., & Zniva, R.** (2016). Creating consumer-based brand equity with brand communication on Facebook. *2016 ICA Annual Conference*, Fukuoka, Japan, 09.06.-13.06.
- 2015 Einwiller, S., & **Weitzl, W.** (2015). Kritik an Unternehmen in Social Media: Entstehung, Verbreitung und Management. *Fakultätstag der Fakultät für Sozialwissenschaften der Universität Wien*, Vienna, Austria, 24.09.

Book

2017 **Weitzl, W.** (2017). Measuring electronic word-of-mouth effectiveness: Developing and applying the eWOM trust scale. Wiesbaden: Springer Gabler.

Book chapters

2018 Hutzinger, C., & **Weitzl, W.** (2018). Service failures as triggers of superior brand evaluations? In: *Reputation and Image Recovery for the Tourism Industry*, Walters, G. & Mair, J. (Eds.), Oxford: Goodfellow Publishers.

Weitzl, W., & Einwiller, S. (2018). Consumer engagement in the digital era: Its nature, drivers and outcomes. In: *Handbook of Communication Engagement*, Johnston, K. & Taylor, M. (Eds.), Hoboken, NJ: Wiley and Sons.

Weitzl, W., & Rünzler, M. (2018). Wirkung eines menschlichen Kommunikationsstils bei Unternehmensreaktionen auf öffentliche Online-Beschwerden. In: *Organisationskommunikation*, Saffarnia, P., Martin, S., & Duschlbauer, Th. (Eds.), Baden-Baden, Germany: Nomos.

Weitzl, W. (2018). Creating consumer-based brand equity with social media content marketing. In: *Handbook of research on entrepreneurship and marketing for global reach in the digital economy*. Carvalho, L. (Ed.), Hershey: IGI Global.

2017 **Weitzl, W.**, & Hutzinger, C. (2017). An unexpected journey: The influence of social media on consumer decision making. In: *Contemporary Issues in Social Media Marketing*, Rishi, B., & Bandyopadhyay, B. (Eds.), London, UK: Routledge.

2013 Wagner, U., & **Weitzl, W.** (2013). A note on measuring competition for FMCG markets. In: *Handel in Theorie und Praxis*, Crockford, G., Ritschel, F., & Schmieder, U. (Eds.), Wiesbaden, Germany: Gabler, 209-224.

Weitzl, W. (2013). Thalia - Das Beste vieler Welten. In: *Fallstudien aus der österreichischen Marketingpraxis 6*, Wagner, U., Reisinger, H., & Schwand, C. (Eds.), Vienna, Austria: Facultas WUV.

2009 Weitzl, Wolfgang. 2009. Doppelmayr/Garaventa - Die Kompetenz am Berg. In: *Fallstudien aus der österreichischen Marketingpraxis 5*, Wagner, U., Reisinger, H., & Schwand, C. (Eds.), Vienna, Austria: Facultas WUV.

Editorship

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

Working papers and papers under review

2020 **Weitzl, W.**, & Hutzinger, C. (2020). Brand (un-)attached complainants' thoughts and feelings during the co-created online recovery process (in submission: *Internet Research*).

Hutzinger, C., & **Weitzl, W.** (2020). The transition from 'love is blind' to 'love becomes hate' among online complainants: The role of prior service failures (in submission: *Journal of Retailing and Consumer Services*).

Weitzl, W., & Hutzinger, C. (2020). Elicitation and consequences of consumer reactance to online reviews (in submission: *Journal of Interactive Marketing*).

Book reviews

2016 Einwiller, S., & **Weitzl, W.** (2016). Book review of "Business essentials for strategic communicators," by M. W. Ragas & R. Culp. *Corporate Communications*, 21 (3), 409-413.

Theses

- 2020 Weitzl, W. (2020). *Role of Consumers' Online Complaints and Co-Created Service Recoveries for Complainants and Bystanders*. Habilitation thesis, University of Vienna.
- 2014 **Weitzl, W.** (2014). *Measuring Electronic Word of Mouth Effectiveness: Developing and Applying the eWOM Trust Scale*. Doctoral thesis, University of Vienna.
- 2009 **Weitzl, W.** (2009). *The Value of Shopping: Store Environment Components and Consequences for Customer Loyalty*. Master thesis, University of Vienna.

Other articles

- 2016 **Weitzl, W.** (2016). Falsches Retargeting: Wenn Produkte Kunden stalken. *Regal*.
- 2015 **Weitzl, W.** (2015). Webrooming und die Rückkehr der Shopper. *Retail*.
- Weitzl, W.** (2015). Webrooming: Neue Chance für den stationären Handel?! *Regal*.