

PUBLICATIONS (*denotes paper with equal contribution of authors)Journal Articles (peer-reviewed)

Glaser, Matthias, Josef Windsperger and Evelien Croonen (accepted for publication in 2026) “Laurels or Thorns of Trust? How Embeddedness Moderates the Exchange-Satisfaction Relationship in Franchising,” *Managerial and Decision Economics*. <http://doi.org/10.1002/mde.70080>

Glaser, Matthias, Heribert Reisinger and Arnd Florack (2024), “You are my Friend but We are from Different Worlds: Character Type Effects on Audience Engagement in Narrative Advertisements,” *Journal of Advertising*, 53 (4), 568–587. <https://doi.org/10.1080/00913367.2023.2275773>

Glaser, Matthias, Yung Kyun Choi and Hans Baumgartner (2024), “(Un)Bothered by the Story’s Ambiguity: How Consumers’ Differences in Need for Closure and Culture Affect Transportation and Brand Attitude in Narrative Ads,” *Journal of the Association for Consumer Research*, 9 (1), 46–57. <https://doi.org/10.1086/727833>

Glaser, Matthias and Heribert Reisinger (2022), “Don’t Lose your Product in Story Translation: How Product-Story Link in Narrative Advertisements Increases Persuasion,” *Journal of Advertising*, 51 (2), 188–205. <https://doi.org/10.1080/00913367.2021.1973623>

- Selected as one of the “**Most Influential Articles in 2022—American Academy of Advertising Journals**” by the Editors of the journals of the American Academy of Advertising.

*Glaser, Matthias, Michal Jirasek and Josef Windsperger (2020), “Ownership Structure of Franchise Chains: Trade-Off Between Adaptation and Control,” *International Journal of the Economics of Business*, 27 (3), 357–375. <https://doi.org/10.1080/13571516.2020.1718460>

Contributions to Edited Volumes

Glaser, Matthias (2018), “Kaiserresidenz Schloss Schönbrunn – Weltkulturerbe und Touristenmagnet,” in *Fallstudien aus der österreichischen Marketingpraxis 8*, Udo Wagner, Heribert Reisinger and Karl Akbari, eds. Facultas, 45–56. [note: case study for use in marketing courses about Schönbrunn Palace in Vienna, Austria].

CONFERENCE PROCEEDINGS & PRESENTATIONS (presenting author in bold)Referred Conferences

18. **Shuang Wu** and Matthias Glaser, “Glow from the inside or the outside? The impact of product-versus cause-focused green advertising on consumer responses to luxury brands,” presented at the 25th *International Marketing Trends Conference* (January 16-17 2026, Berlin, Germany).

17. **Evelien Croonen**, Matthias Glaser and Thijs L.J. Broekhuizen, “Leverage or Lock-in? How Trust (In)Congruence Affects Franchisee Compliance with Alternatives and Switching Costs as Moderators,” presented at the *Research in Entrepreneurship and Small Business (RENT)* Conference (November 20-21 2025, Enschede, Netherlands).

16. **Glaser, Matthias**, “Nurturing Cultural Narratives at Memory Sites: Creation, Acceptance and Contestation of Cultural Narratives in Heritage Consumption Experiences of Bukchon Hanok Village, Seoul,” presented at the 8. *Konferenz der Vereinigung für Koreaforschung/ 제 8 회 독일어권 한학학 대회* (September 27-28 2024, Vienna, Austria). [8th Korean Studies Congress of German-speaking countries]

15. Glaser, Matthias and **Yung Kyun Choi** “A story of simple fish or complex fowls? Non-linear effects of story complexity on transportation and anger in narrative advertising,” presented at the *Global Fashion Management Conference* (July 11-14 2024, Milan, Italy).

14. **Glaser, Matthias**, “Persuasion Effects of Message Factors in Narrative Advertisements: Product-Story Link, Actor Types, and Persuasive Subtext,” presented at the Global Alliance of Marketing & Management Associations (GAMMA) Doctoral Dissertation Competition of the *Global Fashion Management Conference* (July 11-14 2024, Milan, Italy). [my dissertation received an honorable mention]
13. **Glaser, Matthias**, “The Stories That Anchor Our Experience: Cultural Narratives Uniting and Marginalizing Experiences of Heritage Consumption in South Korea,” presented at the *American Marketing Association Consumer Behavior Special Interest Group Conference* (July 1-3 2024, Vienna, Austria).
12. **Glaser, Matthias**, “Persuasion Effects of Message Factors in Narrative Advertisements: Product-Story Link, Actor Types, and Persuasive Subtext,” presented at the Best Doctoral Thesis Award Competition of the *8th International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour* (June 27-28 2024, Aveiro, Portugal, virtual conference). [my dissertation won the Best Doctoral Thesis Award in Marketing]
11. Glaser, Matthias, Josef Windsperger and **Evelien Croonen**, “Laurels or Thorns of Trust? How Embeddedness Moderates the Relationship between Exchange and Satisfaction in Franchising,” presented at the *Annual Conference of the International Society of Franchising* (June 12-14 2024, Boston, USA).
10. **Glaser, Matthias**, “Persuasion Effects of Message Factors in Narrative Advertisements: Product-Story Link, Actor Types, and Persuasive Subtext,” presented at the Best Thesis Award Dissertation Competition of the *23rd International Marketing Trends Conference* (January 18-20 2024, Venice, Italy). [my dissertation won the Best Thesis Award]
9. **Glaser, Matthias**, “(Not) Our Story, (Not) Our Cultural Heritage: Support and Contestation Of Cultural Heritage Narratives About a Traditional Neighborhood in Seoul, South Korea,” presented at the *8th French-Austrian-German Workshop on Consumer Behavior* (November 29-December 1 2023, Innsbruck, Austria).
8. **Glaser, Matthias**, “I Feel for You but I Don’t Reflect on What that Means For Me: Character Role Determines Interpretation of Meaning in Stories,” presented at the *7th French-Austrian-German Workshop on Consumer Behavior* (July 3-6 2022, Saarbrücken, Germany).
7. **Glaser, Matthias**, Anna Malyar, Laura Karrenberg, Michal Jirasek and Josef Windsperger, “Nurture the Business Relationship before Resting on the Laurels of Trust: Exchange, Relationship Quality, Franchisee Satisfaction and the Moderating Role of Trust,” presented at the *Annual Conference of the International Society of Franchising* (May 25-26 2021, virtual conference).
6. Glaser, Matthias and Heribert Reisinger, “Branding the Story: Avoiding Ad-Product Detachment in Narrative Ads,” *Annual Conference of the European Marketing Academy* [2020; only proceedings in this year due to COVID-pandemic].
5. **Glaser, Matthias** and Heribert Reisinger, “This is Personal Now: Comparing the Use of Celebrities and Unknown Actors in Narrative Advertisements,” presented at the *6th French-Austrian-German Workshop on Consumer Behavior* (November 21-22 2019, Nancy, France).
4. Jirasek, Michal, **Matthias Glaser** and Josef Windsperger, “Ownership Structure of Franchise Chains: Trade-off between Adaptation and Control,” presented at the *Annual Conference of the International Society of Franchising* (June 6-8 2019 Vienna, Austria).
3. **Glaser, Matthias** and Heribert Reisinger, “Narrative Advertising and Implicit Persuasion: The Loss of Persuasive Potential,” presented at the *Annual Conference of the European Marketing Academy* (May 28-31 2019, Hamburg, Germany).
2. **Glaser, Matthias**, “Enhancing Persuasive Potential of Narrative Advertisements by Reducing Reactance,” presented at the *Doctoral Colloquium of the European Marketing Academy* (May 27-28 2019, Hamburg, Germany).

1. **Jirasek, Michal**, Matthias Glaser and Josef Windsperger, “Ownership Structure of Franchise Chains: Trade-off between Adaptation and Control,” presented at the *8th International Conference on Economics and Management of Networks* (November 15-17 2018, Havana, Cuba).
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