

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

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,” accepted in *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

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).

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 at the *Global Fashion Management Conference* (July 11-14 2024, Milan, Italy). [my dissertation received an honorable mention]

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).

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]

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).

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]

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).

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 *French-Austrian-German Workshop on Consumer Behavior* (July 3-6 2022, Saarbrücken, Germany).

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).

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].

Glaser, Matthias and Heribert Reisinger, “This is Personal Now: Comparing the Use of Celebrities and Unknown Actors in Narrative Advertisements,” presented at the *French-Austrian-German Workshop on Consumer Behavior* (November 21-22 2019, Nancy, France).

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).

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).

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). [no proceedings]

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).