

# DR. MARIA MADLBERGER

## CURRICULUM VITAE

### Personal Information

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Position	Full Professor and Department Head Department of Business and Management Webster Vienna Private University
Citizenship	Austria
Academic status	Dr. rer. soc. oec.
Languages	German (mother tongue) English (fluent) French (basic)

### Education

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2009	<b>Habilitation (Venia Docendi) in Business Administration</b> Vienna University of Economics and Business Title of thesis: "The Interorganizational Information Flow – Interorganizational Systems and Collaboration in the Supply Chain"
2002	<b>Doctorate in Social and Economic Sciences</b> (with honors) Vienna University of Economics and Business Title of doctoral thesis: "Internetbasierte Marketinginstrumente und Marktforschungsmethoden für Electronic Retailing"
1998	<b>Graduate Degree of Commerce (Mag. rer.soc.oec.)</b> Vienna University of Economics and Business

### Employment

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October 2021 - present	<b>Webster Vienna Private University</b> Department of Business and Management Head of Business and Management Department
2009 - present	<b>Webster Vienna Private University</b> Department of Business and Management Full Professor in Marketing
2012-2019	<b>Karl-Franzens-University Graz</b> Institute of Marketing Visiting Professor
2002-2009	<b>Vienna University of Economics and Business (WU)</b> Institute of Management Information Systems Assistant Professor (post-doc)

1999-2002	<b>Vienna University of Economics and Business (WU)</b> Department of Retailing and Marketing Assistant Professor (prae-doc)
1993-1999	<b>Key Account Trade Journal</b> Editor and financial management

## Teaching activities

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### Current teaching activities (2021/22) at Webster Vienna Private University

Course name	Level	US credits	ECTS
MNGT 2500 Marketing	Undergraduate	3	6
MNGT 4570 Marketing Research	Undergraduate	3	6
MRKT 5000 Foundations of Marketing Strategic Thinking	Graduate	3	7.5
MRKT 5610 Marketing Channel Management	Graduate	3	7.5
MRKT 5740 Management of Digital Marketing	Graduate	3	7.5

### Previous teaching activities at Webster Vienna Private University (2009-2021)

Course name	Level	US credits	ECTS
MNGT 4330 International Marketing	Undergraduate	3	6
MRKT 5850 Marketing Research	Graduate	3	7.5
MNGT 3100 Issues in Management: Electronic Commerce	Undergraduate	3	6
BUSN 4110 Operations Management	Undergraduate	3	6
BUSN 6110 Operations and Project Management	Graduate	3	7.5
MRKT 5960 Marketing Management	Graduate	3	7.5
BUSN 6000/MRKT 6000 Business Research Analysis/Integrated Studies in Marketing/International Business/ Human Resource Management	Graduate	3	7.5

### Courses taught at Karl-Franzens-University Graz (2012-2019)

Course name	Level	ECTS	Language
Introductory Marketing Research	Undergraduate	4	English
Advanced Marketing Research	Undergraduate	4	English
Master Course Marketing	Graduate	4	English
Business-to-Business Management	Graduate	4	German

## **Courses taught at Vienna University of Economics and Business (WU) (1999-2009)**

<b>Course name</b>	<b>Level</b>	<b>ECTS</b>	<b>Language</b>
Information Technology Project with Bachelor Thesis	Undergraduate	4	German
Enterprise Resource Planning Systems	Graduate	4	English
Electronic Commerce Business to Business	Graduate	3.5	German
Information Systems	Undergraduate	4	German
Electronic Commerce and New Media	Undergraduate	4	German
Retail Marketing and Electronic Commerce	Graduate	6	German
Marketing	Undergraduate	3	German
Marketing	Graduate	6	German
Scientific Writing	Undergraduate and graduate	3	German
Lecture series "Dialog with Practice"	Undergraduate and graduate	3	German

## **Development of course materials**

- 2018 Development of Online Master Course "Marketing Channel Management" for the international Webster University network
- 2008 Development of English course script: M. Madlberger, D. Meyer, C. Nebenführ: "Enterprise Resource Planning Systems – Lecture Notes"

## **Further guest lectures/seminars**

- 2015 E-Commerce – ein globales oder ein lokales Business? Vienna University of Economics and Business (WU)
- 2008 From Business to Business - Zwischenbetriebliche Informationssysteme, Friedrich Schiller Universität Jena
- 2004 Electronic Commerce and Marketing on the Internet, Johannes Kepler Universität Linz
- 2003 Organization Design and Information Management: Information Systems. Executive MBA Supply Chain Management, Vienna
- 2001-2002 Electronic Commerce and Electronic Retailing, International MBA program, University of Maribor, Slovenia

## Awards

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2009	Award of Dr. Maria Schaumayer Stiftung for the Habilitation thesis
2009	Award of the Department of Information Systems and Operations for journal publication in the International Journal of e-Collaboration, Vienna University of Economics and Business
2007	Award for Top Journal Publication in the "Wirtschaftsinformatik" journal, Vienna University of Economics and Business
2003	Stephan Koren Award  Association of the Professors of the Vienna University of Economics and Business for performance and research contribution in doctoral studies
2000	Jubilee Award of the Austrian National Bank Sponsorship of doctoral dissertation

## Faculty Services

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### Webster Vienna Private University (current and past)

2018-present	Faculty Advisor
2011-present	Area Coordinator of Marketing, Department of Business and Management
2009-present	WVPU Representative at ECR Austria Academic Partnership
2014-2015, 2018, 2021	Faculty recruitment search committee member
2016-2018	Chair of the University Senate of WVPU
2017-2019	Member and Interim Chair of Working Group on Equal Opportunities (WGEO)
2009-2016	Member and head of the Research Review and Promotion Committee

### Faculty Services outside WVPU

2020-2021	<b>Doctoral Committee Member</b> University of Münster
2009	<b>Doctoral Committee Member</b> Vienna University of Economics and Business (WU)
1999-2010	<b>Bachelor thesis supervisor</b> Vienna University of Economics and Business (WU)
1999-2010	<b>Master thesis supervisor</b> Vienna University of Economics and Business (WU)

## Committee work

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2021-2022	<b>Member of Appointment Committee (Berufungskommission),</b> Karl-Franzens University Graz, Full Professor position in Marketing and Business Analytics
2019	<b>Member of Appointment Committee (Berufungskommission),</b> Karl-Franzens University Graz, Full Professor position in Business Analytics and Data Science
2017-2018	<b>Member of Appointment Committee (Berufungskommission),</b> Karl-Franzens University Graz, Full Professor position in Marketing and Business Analytics
2007-2009	<b>Department Committee member</b> Department of Information Systems and Operations, Vienna University of Economics and Business (WU)
2007-2009	<b>Institute Committee member</b> Institute for Management Information Systems and Operations, Vienna University of Economics and Business (WU)
2007	<b>Habilitation (Venia Docendi) Committee</b> Vienna University of Economics and Business (WU)

## Services for Scientific Community

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2019-present	<b>Senior Editor</b> Electronic Markets – the Journal of Networked Business
2017-present	<b>Associate Editor</b> European Conference on Information Systems (ECIS)
2009-present	<b>Verband der Hochschullehrer für Betriebswirtschaft (VHB) Member</b>
2018, 2020, 2021	<b>Session Chair</b> Web WWW/Internet Conference (ICWI)
2014, 2019, 2021	<b>Session Chair</b> Web Information Systems and Technology (WEBIST)
2018-2020	<b>Associate Editor</b> Internationale Konferenz Wirtschaftsinformatik
2017-2019	<b>Associate Editor</b> Electronic Markets – the Journal of Networked Business
2015-present	<b>Editorial Board Member</b> Electronic Markets – the Journal of Networked Business
2018	<b>Program Committee member</b> European Conference on Information Systems (ECIS)
2017-2018	<b>Program Committee Member</b> Midwest Association for Information Systems (MWAIS) conference

2016	<b>Editorial Board Member</b> Journal of the Association for Information Systems Special Issue on Information Systems Solutions for Environmental Sustainability
2013-2018	<b>Mini-Track Chair</b> Americas Conference on Information Systems (AMCIS)
2007-2014	<b>Associate Editor</b> Electronic Commerce Research Journal
2013	<b>Program Committee member</b> International Conference on ICT Management for Global Competitiveness and Economic Growth in Emerging Economies (ICTM)
2012-2013	<b>Track Chair</b> International Conference on Information Resources Management (Conf-IRM) Track "E-Commerce, M-Commerce, and Social Networking"
2007-2009	<b>Executive Committee member</b> International Conference Wirtschaftsinformatik, Track "Value-Added Networks"
2005-2008	<b>Program Committee member and Track Chair</b> Networking and Electronic Commerce Conference
2005-2007	<b>Session Chair</b> European Conference on Information Systems

## Reviewing Activities (current and past)

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<b>Journals</b>	<p>Communications of the AIS          Cornell Hospitality Quarterly          Decision Support Systems          Der Markt          European Journal of Information Systems (EJIS)          Electronic Commerce Research and Applications          Electronic Journal of Information Systems Evaluation          Electronic Markets – the Journal of Networked Business          Future Generation Computer Systems (FGCS)          IEEE Systems Journal          Information Resources Management Journal          International Journal of Information Management          International Journal of Production Economics          Internet Research          Journal of Information Science          Journal of Organizational Computing and Electronic Commerce          Journal of Pervasive and Mobile Computing          Journal of Retailing and Consumer Service          Journal of the Association for Information Systems          Telematics and Informatics          Technology in Society</p>
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## Conferences and books

Americas Conference on Information Systems (AMCIS)  
Australasian Conference on Information Systems (ACIS)  
Biennial International Conference on Business Market Management in Association with the European Marketing Academy Conference (BMM-EMAC)  
Encyclopedia of E-Commerce, E-Government and Mobile Commerce  
European Conference on Information Systems (ECIS)  
European Academy of Management Conference (EURAM)  
Hawaii International Conference on System Sciences (HICSS)  
International Conference on Business Information Systems (BIS)  
International Conference on Information and Communications Technology Management (ICTM)  
International Conference on Information Resources Management (Conf-IRM)  
International Conference on Information Systems (ICIS)  
International Workshop on Data Quality Management and Semantic Technologies (DQMST)  
Internationale Tagung Wirtschaftsinformatik  
Lecture Notes in Business Information Processing  
Multikonferenz Wirtschaftsinformatik (MKWI)  
Pacific Conference on Information Systems (PACIS)  
Web Information Systems and Technology Conference (WEBIST)  
Workshop for Information Security and Privacy (WISP)

## Industry collaborations

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2019-present	<b>Handelsverband Österreich (Austrian Retail Association)</b> Scientific board member Academic Prize jury member
2020	<b>ECR Austria and Vivatis Holding AG</b> Omni Shopper Journey workshop
2019	<b>Monopolverwaltung GmbH.</b> Expert assessment on data standards
2018-2019	<b>ECR Austria</b> Academic lead and advice of the ECR working group on the Omni Shopper Journey for the Austrian Fast Moving Consumer Goods (FMCG) industry
2015	<b>GS1 Austria</b> Scientific study on the implementation drivers of the EDIFACT format DESADV (dispatch advice) and GS1-128 transportation label
2012	<b>Coca-Cola Beverages</b> Customer Centricity Workshop
2011	<b>GS1 Austria and EDITEL</b> Scientific study on the implementation status and drivers of EDIFACT standards in the Austrian FMCG industry, in collaboration with the Institute for Marketing, Karl-Franzens University Graz

2011	<b>Metro C&amp;C Austria and Berglandmilch</b> Development of a key performance indicator (KPI) system for Vendor-Managed Inventory
2010	<b>GS1 Austria</b> Scientific study on the implementation drivers and barriers of electronic exchange of item master data
2006	<b>Spar Österreichische Warenhandels AG</b> Analysis of disposition logistics processes in different ERP system modules

## Publications

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1. Madlberger, M. (2021): Artificial Intelligence in the Service Sector. In: Bruhn, M.; Hadwich, C. (eds.): Handbuch Dienstleistungsmanagement, Springer, 53-81.
2. Madlberger, M., Jizdny, J. (2021) Impact of Promotional Social Media Content on Click-Through Rate – Evidence from a FMCG Company, Proceedings of the 20th International Conference WWW/Internet (ICWI), October 2021, Lisbon, Portugal (online).
3. Madlberger, M., Adji-Andova, M. (2021). Stimulating Bank Customer Loyalty by E-Customer Relationship Management. 17th International Conference on Web Information Systems and Technologies, WEBIST 2021, October 2021, Valletta, Malta (online).
4. Madlberger, M., Kraemmer, L. (2021): Paid Advertising on Social Media: Antecedents and Impacts of General and Specific Attitudes. In: Bozzon, A.; Dominguez Majo, F. Filipe, J. (eds.): Lecture Notes in Business Information Processing, Springer, 218.237.
5. Madlberger, M., O'Neill, J. (2021): Antecedents of the Intention to Use Voice-Activated Assistants in Electronic Commerce, Proceedings of the European Marketing Academy Conference (EMAC) 2021, May 2021, Madrid, Spain (online).
6. Madlberger, M. (2020): Last Mile Logistics Reloaded: Automation and Personalization in Electronic Commerce Fulfillment. In: Bruhn, M.; Hadwich, C. (eds.): Handbuch Dienstleistungsmanagement, Gabler, 465-489.
7. Madlberger, M., O'Neill, J. Raising the Voice (2020): Exploring Antecedents of Voice-Activated Assistant Usage Intention, Proceedings of the 19th International Conference WWW/Internet (ICWI), Lisbon (online).
8. Madlberger, M., Kraemmer, L. Social Media Advertising (2019): The Role of the Social Media Platform and the Advertised Brand in Attitude Formation and Purchase Intention, Proceedings of the 15th International Conference on Web Information Systems and Technologies (WEBIST 2019), September 2019, Vienna.
9. Madlberger, M. (2019): Antecedents of Personal Information Disclosure on the Internet: An Analysis of Three Personal Information Disclosure Types, IAC-MEBM Conference, November 2019, Vienna.
10. Madlberger, M., Holzschuh, S. (2019): Omnishopper Journey Guidebook. ECR Austria.
11. Madlberger, M., Ortiz Bustamante, M. (2018): Commenting, Liking, Sharing: Drivers of Intention to Provide User Response to Video Advertisements in Social Media, Proceedings of the 17<sup>th</sup> International Conference on WWW/Internet (ICWI), October 2018, Budapest.

12. Madlberger, M., Stipetic, M., Dlacic, J. (2018): Forming Affect, Behavior, and Cognition with Gamification: The Case of an Austrian Tourism Advergame. Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI) 2018, Lüneburg, Germany, March 2018.
13. Madlberger, M. (2017) Digitalisierung in der Supply Chain, Chapter in the online book „ECR Digital Edition“, ECR Austria, <https://www.ecr.digital/book/supply-side-prozesse/digitalisierung-in-der-supply-chain/>
14. Madlberger, M., Matook, S. (2017) Theorizing e-Commerce Business Models: On the Impact of Partially and Fully Supported Transaction Phases on Customer Satisfaction and Loyalty. *Australasian Journal of Information Systems* 21, 1-25, DOI: <http://dx.doi.org/10.3127/ajis.v21i0.1426>.
15. Madlberger, M., Bhakoo, V., Bernroider, E. (2017): Heterogeneity of IOS Standards Usage: Evidence from the Fast-Moving Consumer Goods Sector. Proceedings of the BMM-EMAC 8th Biennial International Conference on Business Market Management in Association with EMAC, Kashyap, Vishal, Foscht, Thomas, Kleinaltenkamp, Michael (eds). School of Business, Economics, and Social Sciences.
16. Madlberger, M. (2017): The Role of Product Complexity for Antecedents of Travel Booking on the Internet. Proceedings of the 3rd RSEP Multidisciplinary Conference, Vienna, Austria, April 2017.
17. Madlberger, M. (2017:) Booking High-Complex Travel Products on the Internet: The Role of Trust, Convenience, and Attitude. Proceedings of the 15<sup>th</sup> Workshop on Web Information Systems, Dublin, Ireland, December 2016.
18. Madlberger, M. (2016): Drivers of Active and Passive Information Sharing Behavior on the Internet: The Role of Internet Usage Patterns and User Demographics. Proceedings of the 28th International Business Information Management Association Conference, Seville, Spain, November 2016.
19. Jurca, A., Madlberger, M. (2015): Ambient advertising characteristics and schema incongruity as drivers of advertising effectiveness. *Journal of Marketing Communications* 21(1), 48-54. DOI: 10.1080/13527266.2014.970824.
20. Madlberger, M. (2015): Integrating the technology acceptance model and satisfaction to understand drivers of online travel booking behavior. In Monfort, V. and Krempels, K.-H. (eds): *Lecture Notes in Business Information Processing*, Springer, 197-211.
21. Madlberger, M. (2015): Integration des GS1 Transportetiketts mit der DESADV. *GS1 Austria*.
22. Madlberger, M. (2015): Win/win durch DESADV: Immer noch topaktuell. *GS1 Austria Information* (3), 6-7.
23. Madlberger, M. (2014): Through the Eyes of the Traveler: Consumer Evaluation of Hotels in Eastern European Capitals Compared with Western, Southern, and Northern Europe. *Journal of Eastern European and Central Asian Research (JEECAR)* 1(2), 32-40. DOI: <http://dx.doi.org/10.15549/jeecar.v1i2.65>.
24. Madlberger, M. (2014): I am off then: drivers of travelers' intentions to book trips online. An integrated study on technology acceptance and satisfaction. 10th International Conference on Web Information Systems and Technologies (WEBIST 2014), Barcelona, April 2014.

25. Madlberger, M. (2014): Inter-organizational information systems in the supply chain. In Khosrow-Pour, M. (ed.): *Encyclopedia of Information Science and Technology*, Information Resources Management Association, 420-429. DOI: 10.4018/978-1-4666-5888-2.ch503.
26. Madlberger, M., Foscht, T. (2014): Electronic Data Interchange - Status quo und Entwicklungsperspektiven in Handel und Industrie. Tagung Handelsforschung 2014, Trier, October 2014.
27. Madlberger, M. (2014): Through the Eyes of the Traveler: Consumer Evaluation of Hotels in Eastern European Capitals Compared with Western, Southern, and Northern Europe. IEECA Conference, Vienna, October 2014.
28. Floh, A., Madlberger, M. (2013): The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425-439. DOI: 10.1016/j.elerap.2013.06.001.
29. Madlberger, M., Nakayama, M. (2013): On top of the world, down in the dumps: Text mining the emotionality of online consumer reviews. *Proceedings of the European Conference on Information Systems (ECIS)*, Utrecht, Netherlands, June 2013.
30. Madlberger, M., Matook, S. (2012): Creation of Utilitarian Value with Online and Offline Transaction Phases". *Proceedings of the International Conference on Information Resources Management (Conf-IRM)*, Vienna, May 2012.
31. Madlberger, M. (2012): Reaching a Higher Level of Information Systems Integration: The Impact of Information Technology Substitution Strategies on Process Efficiency". *Proceedings of the European Conference on Information Systems (ECIS)*, Barcelona, June 2012.
32. Madlberger, M. (2012) "Theoretical Foundations of Inter-Organizational Information Systems: Towards a Framework Grounded on Seven Theories", in: Vaidya, K. (ed.) *Inter-Organizational Information Systems and Business Management: Theories for Researchers*, IGI Global. Hershey, PA, 33-49.
33. Foscht, T., Madlberger, M., Dorner, F. (2011) "Informationswissenschaft und Marketing – ein Gegensatz?" Das Beispiel des elektronischen Datenaustausches (EDI)", In: Petrovic, O., Schlögl, C., Reichmann, G. (eds.): *Informationswissenschaft – Begegnungen mit Wolf Rauch*, Böhlau, Vienna, 119-130.
34. Madlberger, M., Foscht, T. (2011) "EDI-EANCOM im österreichischen FMCG-Sektor", Research report available at [http://www.gs1.at/index.php?option=com\\_content&view=article&id=513:order2cash-die-papierlose-supply-chain-durch-elektronischen-datenaustausch-edi&catid=155:aktuelles&Itemid=303](http://www.gs1.at/index.php?option=com_content&view=article&id=513:order2cash-die-papierlose-supply-chain-durch-elektronischen-datenaustausch-edi&catid=155:aktuelles&Itemid=303).
35. Madlberger, M. (2011) "Can Data Quality Help Overcome the Penguin Effect? The Case of Item Master Data Pools", *Proceedings of the 19<sup>th</sup> European Conference on Information Systems*, June 2011, Helsinki, Finland.
36. Madlberger, M. (2011) "Standards warden Standard", *GS1 Austria Information*, 1/2011.
37. Madlberger, M., Roztock, N. (2010) "Digital Cross-Organizational Collaboration: A Metatriangulation Review", *Proceedings of the 43<sup>rd</sup> Hawaii International Conference on System Sciences*, January 2010, Poipu, Kauai, HI.

38. Madlberger, M. (2010) "Interorganizational Collaboration, Information Sharing, and Information Systems: How Do They Fit Together?", *Proceedings of the 1<sup>st</sup> Global Academic Conference*, April 2010, George Herbert Walker School of Business and Technology, Webster University, St. Louis, MO.
39. Madlberger, M. (2010) "Elektronischer Stammdatenaustausch in Österreich". Research report available at [http://www.gs1.at/index.php?option=com\\_content&view=article&id=439:studie-elektronischer-stammdatenaustausch-in-oesterreich&catid=65:gdsn&Itemid=96](http://www.gs1.at/index.php?option=com_content&view=article&id=439:studie-elektronischer-stammdatenaustausch-in-oesterreich&catid=65:gdsn&Itemid=96).
40. Madlberger, M. (2010) "Elektronischer Stammdatenaustausch: Wo ein Wille ist, ist auch ein Weg". *GS1 Austria Information*, 4/2010.
41. Madlberger, M., Roztocki, N. (2009) "Digital Cross-Organizational Collaboration: Towards a Preliminary Framework", *Proceedings of the 15<sup>th</sup> Americas Conference on Information Systems*, August 2009, San Francisco, CA.
42. Madlberger, M. (2009) "What Drives Firms to Engage in Interorganizational Information Sharing in Supply Chain Management?", *International Journal of e-Collaboration*, Vol. 5, No. 2, 18-42.
43. Madlberger, M., Roztocki, N. (2009) "Digital Cross-Organizational and Cross-Border Collaboration: A Scientometric Study", *Proceedings of the 42<sup>nd</sup> Hawaii International Conference on System Sciences*, Waikoloa, Big Island of Hawaii, HI.
44. Madlberger, M. (2009) "A Model of Antecedents of RFID Adoption Intention in the Supply Chain", *Proceedings of the 42<sup>nd</sup> Hawaii International Conference on System Sciences*, Waikoloa, Big Island of Hawaii, HI.
45. Madlberger, M. (2009) Electronic Commerce, What Else? In: Müller, G., Neumann, G. (Hrsg.) *Wirtschaftsinformatik – 35 Jahre zurück und 35 Jahre voraus*, Österreichische Computer Gesellschaft, Wien, 123-131.
46. Madlberger, M., Roztocki, N. (2008) "Cross-Organizational and Cross-Border IS/IT Collaboration: A Literature Review", *Proceedings of the 14<sup>th</sup> Americas Conference on Information Systems*, August 2008, Toronto, Canada.
47. Madlberger, M. (2008) „Einsatz von RFID im Supply Chain Management: Eine empirische Analyse der Einflussfaktoren“, *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, February 2008, Munich, Germany.
48. Madlberger, M. (2008) "Interorganizational Collaboration in Supply Chain Management: What Drives Firms to Share Information with Their Trading Partners?", *Proceedings of the 41<sup>st</sup> Hawaii International Conference on System Sciences*, January 2008, Waikoloa, Big Island of Hawaii, HI.
49. Haghirian, P., Madlberger, M., Inoue, A. (2008) "Mobile Advertising in Different Stages of Development: A Cross-Country Comparison of Consumer Attitudes", *Proceedings of the 41<sup>st</sup> Hawaii International Conference on System Sciences*, January 2008, Waikoloa, Big Island of Hawaii, HI.
50. Madlberger, M. (2008) "Online Shopping and Catalog Shopping: Exogenous and Endogenous Antecedents of Consumers' Channel Choice", in: Khosrow-Pour, M. (ed.) *Web Technologies for Commerce and Services Online*, IGI Global. Hershey, PA.
51. Zumpe, S., Madlberger, M. (2007) "Serving Online Customers Better in the Tourism Industry", *Information Age*, November/December, Australia, 48-52.

52. Hansen, H.R., Knotzer, N., Madlberger, M. (2007) „Empfehlungssysteme zur Verkaufsberatung im Internet – State of the Art und Konsumentenakzeptanz“, *Wirtschaftsinformatik* 49(1), 50-61.
53. Zumpe, S., Madlberger, M. (2007) “A Transaction-Based Framework for Business Models in Electronic Commerce”, *Proceedings of the Pacific Asia Conference on Information Systems*, July 2007, Auckland, New Zealand.
54. Hansen, H.R., Madlberger, M. (2007) „Beziehungen zwischen dem Internet-Vertrieb und anderen Absatzwegen im Einzelhandel“, in: Wirtz, B.W. (ed.) *Handbuch Multi-Channel-Marketing*, Gabler, Wiesbaden, 763-787.
55. Haghirian, P., Madlberger, M. (2007) “Cross-Cultural Consumer Perceptions of Advertising via Mobile Devices: Some Evidence from Europe and Japan”, in: Huang, W., Wang, Y., Day, J. (eds.) *Global Mobile Commerce. Strategies, Implementation and Case Studies*, IGI Global, Hershey, PA, 215-234.
56. Knotzer, H., Madlberger, M. (2007) “Consumers’ Interest in Personalized Recommendations: The Role of Product-Involvement and Opinion Seeking”, *Proceedings of the 40<sup>th</sup> Hawaii International Conference on System Sciences*, January 2007, Waikoloa, Big Island of Hawaii, HI.
57. Madlberger, M. (2006) "Exogenous and Endogenous Antecedents of Online Shopping in a Multi-Channel Environment: Evidence from a Catalog Retailer in the German-Speaking World", *Journal of Electronic Commerce in Organizations* 4(4), 29-52.
58. Haghirian, P., Madlberger, M. (2006) "Cross-Cultural Perceptions of Advertising via Mobile Devices - Some Evidence from Austrian and Japanese Students", *Proceedings of the 14th ECIS 2006 Conference*, June 2006, Göteborg, Sweden.
59. Haghirian, P., Madlberger, M., Inoue, A. (2006) “Attitude Toward Mobile Advertising in Different Stages of Technology Diffusion - A Cross-Country Comparison”, *Proceedings of the 2006 Academy of Marketing Science - Cultural Perspectives in Marketing Conference Information Resources Management Conference*, July 2006, Seoul, Korea.
60. Madlberger, M. (2006) “Strategic and Operational Benefits of B2B Data Exchange Technologies in Supply Chain Management”, *Proceedings of the Information Resources Management Conference (IRMA)*, May 2006, Washington DC.
61. Madlberger, M. (2006) “Strategic and Operational Performance of Interorganizational Information Sharing”, *Proceedings of the Marketing Management Association Spring Conference*, March 2006, Chicago, IL.
62. Madlberger, M. (2006) “Multi-Channel Retailing in B2C E-Commerce”, in: Khosrow-Pour, M. (ed.) *Encyclopedia of E-Commerce, E-Government, and Mobile Commerce*, Idea Group, Hershey, PA.
63. Madlberger, M. (2006) „Internetbasierte Marketinginstrumente und Marktforschungsmethoden für Electronic Retailing“, in: Schnedlitz, P., Buber, R., Reutterer, T., Schuh, A., Teller, C. (eds.) *Innovationen in Marketing und Handel*, Linde International, Vienna, 515-517.
64. Madlberger, M. (2005) “A Model of Antecedents of Inter-Organizational Information Sharing”, *Proceedings of the Networking and Electronic Commerce Research Conference (NAEC) 2005*, Riva del Garda, Italy, October 2005.

65. Madlberger, M. (2005) "Application of Internet-based Marketing Instruments", in: Krishnamurthy, S. (ed.) *Contemporary Research in E-Marketing Volume 2*, Hershey, PA, Idea Group, 284-303.
66. Madlberger, M., Sester, A. (2005) "The Last Mile in an Electronic Commerce Business Model – Service Expectations of Austrian Online Shoppers", *Proceedings of the European Conference on Information Systems*, Regensburg, Germany, May 2005.
67. Haghirian, P., Madlberger, M. (2005) "Consumer Attitude Toward Advertising Via Mobile Devices – An Empirical Investigation Among Austrian Users", *Proceedings of the European Conference on Information Systems*, Regensburg, Germany, May 2005.
68. Haghirian, P., Madlberger, M., Tanuskova, A. (2005) "Increasing Advertising Value of Mobile Marketing – An Empirical Study of Antecedents", *Proceedings of the 38th Hawaii International Conference on System Sciences (HICSS)*, January 2005, Waikoloa, Big Island of Hawaii, HI.
69. Madlberger, Maria (2004) *Electronic Retailing*, Deutscher Universitätsverlag – Gabler Edition Wissenschaft: Wiesbaden, Germany.
70. Madlberger, M. (2004) "Strategies and Business Models in Electronic Retailing: Indications from the U.S. and the UK", *Proceedings of the International Conference on Electronic Commerce*, Delft, Netherlands, October 2004.
71. Arami, M., Treiblmaier, H., Pinterits, A., Madlberger, M. (2004) „Information Privacy Concerns and E-Commerce: An Empirical Investigation“. *Proceedings of the Tenth Americas Conference on Information Systems (AMCIS)*, New York, NY, August 2004.
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